NUMBER 6
WINTER 1988-89

$2.50

The E Ticket

"- - - COLLECTING THEME PARK MEMORIES - - -"

WELCOME … to The "E" Ticket, Issue Number 6. We're amazed at the enthusiastic reception this hobby publication is receiving. We recently attended the Disneyana show in Anaheim (hosted by the National Fantasy Fan Club) and we had a fantastic time! It was The "E"Ticket's first show … we brought some copies of Issue #5 and the 1988 Annual,and did very well indeed. Our sign-up list grew rapidly … but the best part was that we had the opportunity to meet many local readers of The "E" Ticket we had previously known only through the mail. It's very rewarding to know that this fanzine matters to people … and that's why we continue "collecting theme park memories" with you.

Copies of the 1988 Annual are still available. We appreciate the many positive comments we've received so far. In the Annual's feature interview, David R. Smith, Disney Archivist, addresses questions about Disneyland's history and preservation, and shared many personal experiences and opinions. This has, in turn, generated more questions among readers which we hope to print in future issues.

A real benefit of mailing larger quantities of The "E" Ticket is that we hear from more and more of you. We've included as many of your comments and theme park memories as we could squeeze into this issue. Last issue's thoughts on limiting our readership (and on growing larger via a per-issue charge) brought nearly universal support for the continued growth of The "E" Ticket … thank you! The Transogram Disneyland games survey raised some questions about our readers as "collectors." Virtually all of you responded "no, I don't have it" to both games pictured. This pattern matches the low-key reception we've gotten to articles about the hobby of collecting theme park toys, souvenirs and paper items. On the other hand, our Emporium pages, with numerous want-ads for collectibles, seem to hint at a different truth. Could it be that many collectors want to be anonymous?

Much of the time it takes to produce an issue of this fanzine is spent interacting with fellow collectors (and experts) on our favorite topic … the theme park past. The more people (and source material) involved in this research process, the better our future issues will be. The Pacific Ocean Park article in this issue, for instance, contains a priceless "time capsule" audio tape transcript with information and personal observations available nowhere else. It raises a question: how many other audio tapes, 8mm films, and video tapes of past rides, exhibits and theme park experiences might be out there? PLEASE think about this … and let us know. Let's share these bits of lost enjoyment.

Special thanks to all of you who have written to us, shared memories, and offered support. Thanks to Glenn Shaffer, Paul Newitt, and Tom Tumbusch for helping us learn to survive in this printing business. Thanks to Dale Trader for trusting us (and waiting) while we use his rare collectibles … and thanks to Steve Brattman and Patric Jenkins for their direct contributions to this issue of The "E" Ticket.

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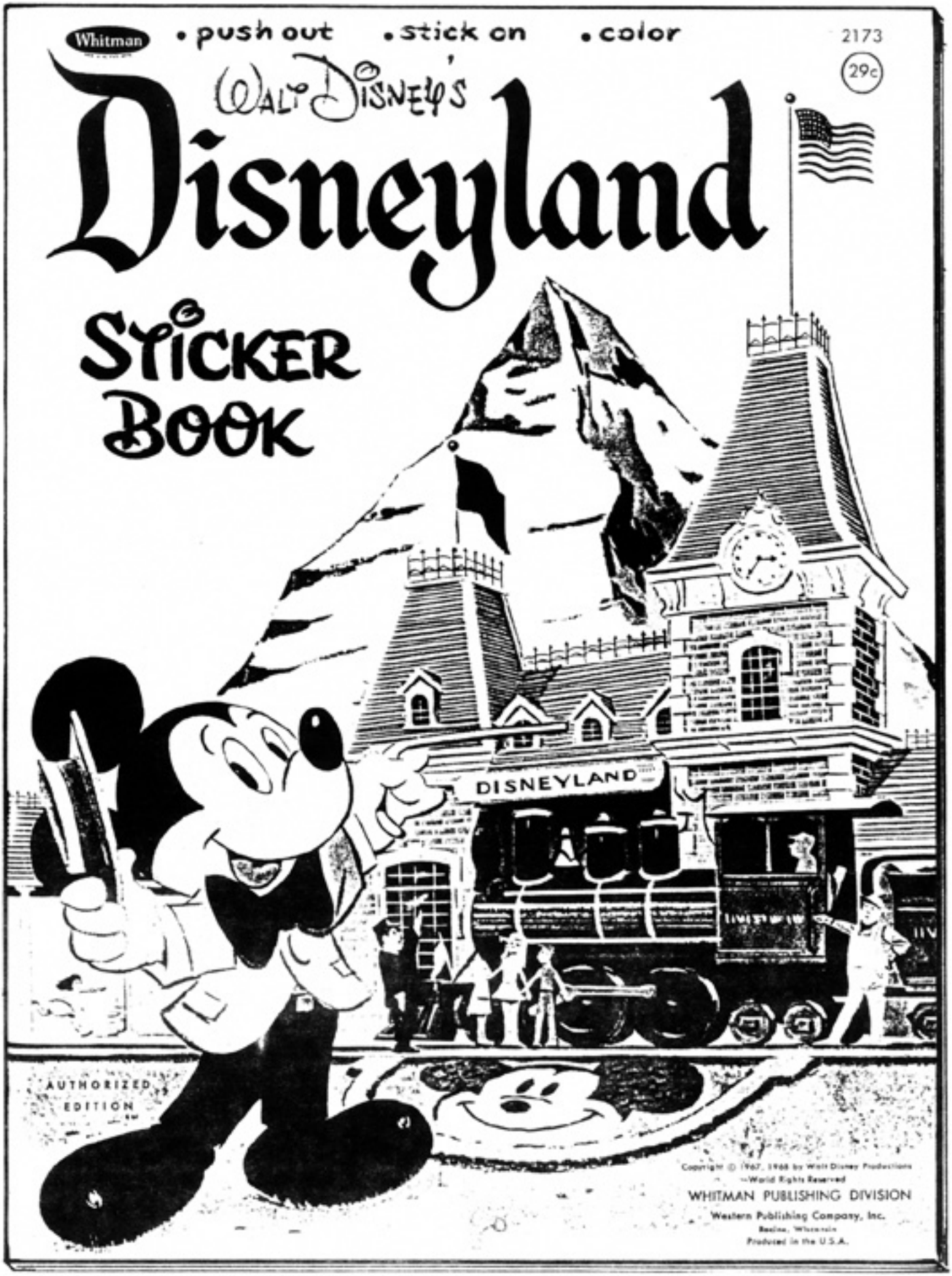
The "E" Ticket, P.O. Box 800880, Santa Clarita, CA 91380-0880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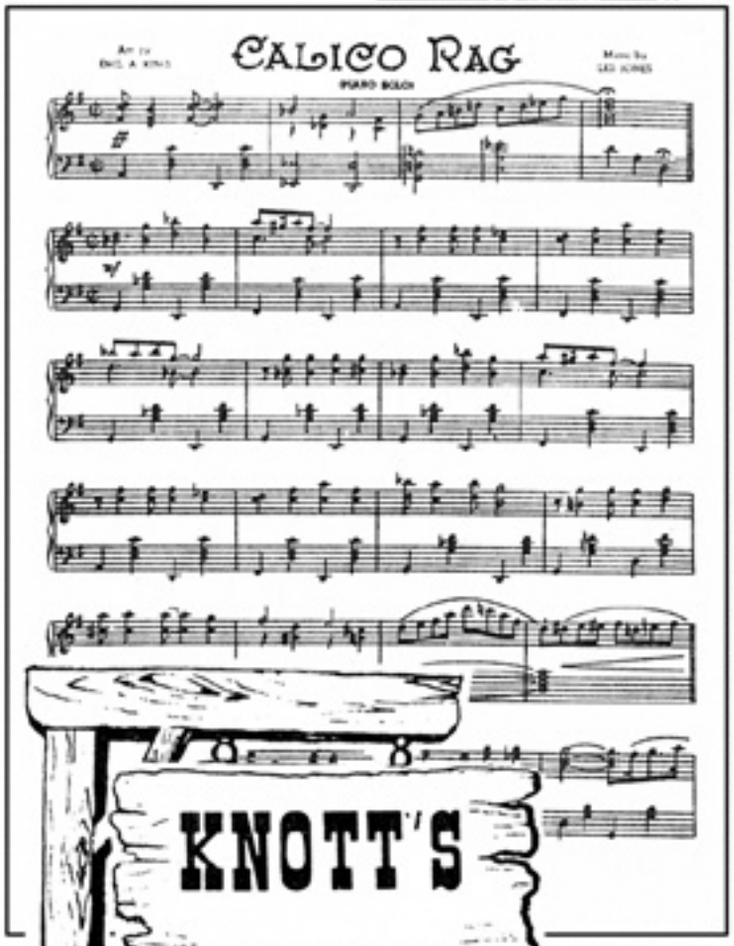
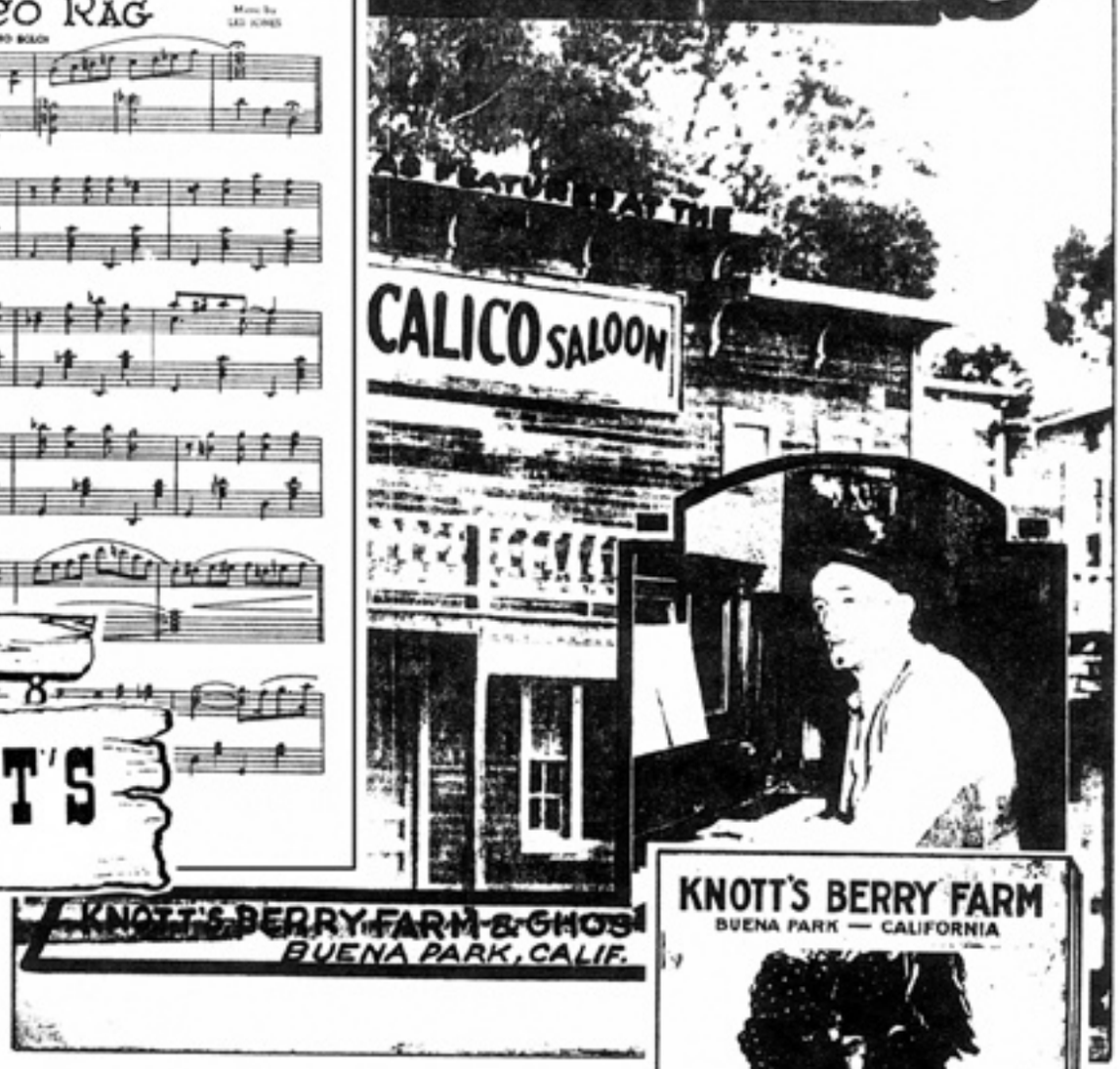
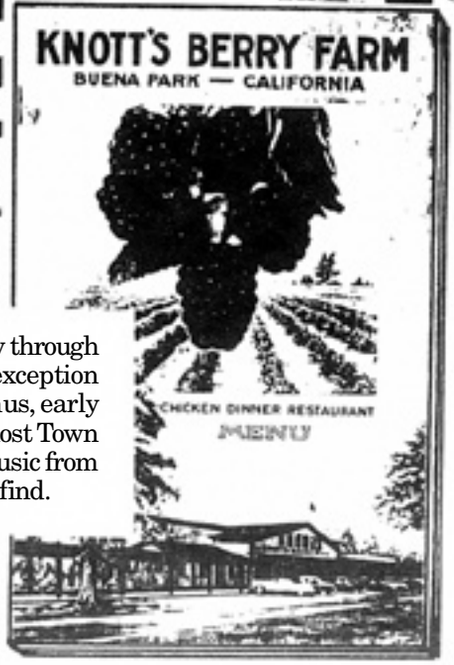



Fans who reconstruct theme park history through collectibles will tell you that, with the exception of the Chicken Dinner Restaurant menus, early paper souvenirs from Walter Knott's Ghost Town are few and far between … this sheet music from the Calico Saloon in 1953 was quite a find.

The Passage of Pacific Ocean Park

by Jack E. Janzen

Pacific Ocean Park, with over 40 thrilling rides and attractions, opened in 1958 following an extensive remodeling of the old Ocean Park Pier in Santa Monica, California. Surprisingly, the owners of the refurbished park seemed to have done little to promote the object of their substantial investment during its brief 10 year existence. Magazines, travel publications and West Coast tourist guides from the 1950s and '60s rarely mentioned P.O.P. while discussing roadside restaurants, small gardens and aquarium "tourist spots" in great detail. These mysterious omissions resulted in very little national exposure and created a Pacific Ocean Park clientele that was made up primarily of locals. The Pacific Ocean environment, coupled with live surf/rock bands and thrill rides drew teenage visitors, and the greasy food, carnival atmosphere and "fun in the sun" feeling brought everyone else.

Whatever their individual reasons for coming, Southern Californians enjoyed Pacific Ocean Park for 10 remarkable years. During the best years, P.O.P. drew over 1.5 million visitors a season. Not bad for a park only open summers and holidays.

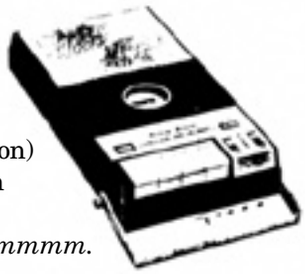
There are several theories as to why P.O.P. closed. Some say the public interest shifted from frivolous recreation to focus on the bigger issues of the Vietnam conflict and civil rights. Others reject this idea and look deeper, citing rotten pier pilings as the underlying reason for the failure (pier pressure?). The most accepted theory, however, is that poor management by the owners (The Morehart Land Company) led to conflict with the City of Santa Monica and, ultimately, the closing of the Park in 1967.

P.O.P. lingered in derelict condition for almost as many years as it had been open. There were those who mourned its loss and perhaps even petitioned for it to remain open, but in general, the closed park was considered a blight on the community and the "founding fathers" were glad to see it close.

Vincent Price, a longtime roller coaster fan, is reported to have used his influence to ride the final train of the **Sea Serpent** roller coaster. Quinn Martin Productions made use of the deserted park to film the last episode of the long running TV series *The Fugitive*. The climax of this show is set in what is supposed to be a Midwestern amusement park. With great effort, the lengthy sequence does a fine job of not showing the Pacific Ocean as a backdrop as David Jansen (as Richard Kimball) dukes it out with the "one armed man" on top of the **Flying Fish** tower (no need to feel sorry for the "one armed man" and his handicap … he was so mean and Kimball was so nauseatingly nice that it was more than a fair fight).

All of P.O.P.'s rides and equipment were sold at public auction on June 28, 29, and 30, 1968 by order of the U.S. Bankruptcy Court. The proceeds from the sale went to pay off some of the debts accrued in the last years of operation. We are fortunate to have a transcript of an audio tape made by a young Steven Brattman, long-time attendee and enthusiast of Pacific Ocean Park, while he was attending the third day of the auction. This tape recording, his auction catalogue, and his auction I.D. number are grim testament to the carving up of a classic amusement park. The symbol (?) in the text indicates small portions of the original tape that were unintelligible.

PACIFIC OCEAN PARK
Transcript of an audio tape
Recorded June 30, 1968
(Last day of the P.O.P. auction)
by Steven Ronald Brattman



(Sound level test) *Hmmmmmmm.*

(Reading) *By order of U.S. District Court, Pacific Ocean Park Bankrupt; to be offered at auction Friday, Saturday, Sunday, June 28, 29,30, 10 am, 1968. Inspection starts at 8 am morn of sale. Rides, games, amusements arrest (?) and buy equipment, maintenance, electrical equipment, carpentry equipment, painting, plumbing, shop equipment, sound equipment,light systems, accessories, office furniture and equipment, etc.,etc. Milton J. Wershow & company Auctioneers.*

It looks very much as it did when it opened in 1958.

Water isn't running in the waterfalls.

Purchased what is called Souvenir Auction Catalog, *including admittance. Says, "Please Register Here."*

Registered, my number: 882.

I've bypassed the ride that used to be called **Neptune's Kingdom**, *and I'm now proceeding past the old—I think it was the Sylvania ride. Before me is a sign, it says: Sale, Third Day. Among the things for sale are a crib, Italian restaurant equipment fixtures, dinehouse(?), restaurant equipment, all sorts of things—not rides, just various concession equipment. Security first, First Aid equipment, etc.*

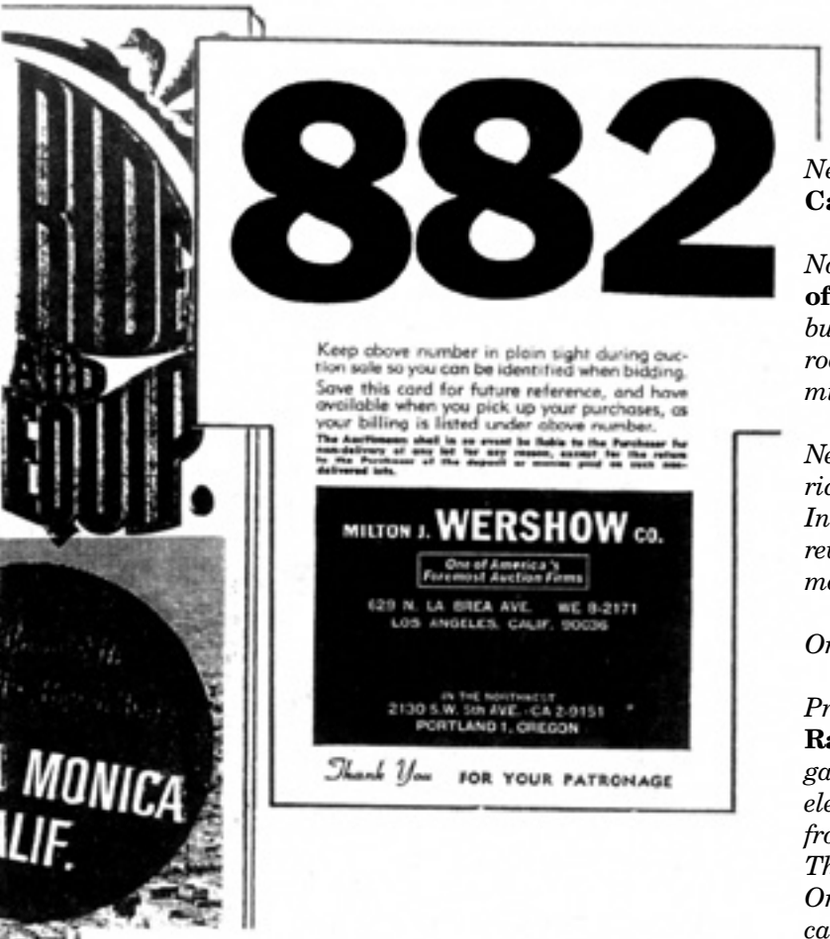
Smells fishy around here. It is a pier, y'know.

Am I recording? Test, test, test. Test. Reduce recording level to a level about like that.

On my right as I proceed westward is the area where the **Sea Circus** *used to be. On my left is a pool that used to be used for seals. The sign says, "Feed --" rather, it says, "It's fun to feed the seals and sea lions. They're trained and will perform for you when you feed them. Food may be purchased at booth, end of pool." It's a kidney-shaped enclosure, light blue.*

Proceeding still northward is the **Diving Bell** *area. There are two* **Diving Bells**, *both faded yellow with red triangles —in a very poor state of repair. I'm going to climb up a bench now that immediately borders on the tank of the* **Diving Bells** *… How 'bout that? For many years when I descended in these* **Bells**, *I thought they really went down there, to the bottom of the ocean beneath the pier. That isn't true. This is a circular tank, maybe twenty-three feet deep, looks like, and it's all very artificial looking. It's not filled with water now; that's how I can make these observations. The* **Diving Bells** *just went down maybe three times their height, and then they ascended rapidly. This would account for the fact that no one on any* **Diving Bell** *has ever seen any fish.*

Proceeding around the **Diving Bells**, *still going westward is the* **Himalaya** *(or Him-mahl-ya) ride—a very cheap amusement-park-sort-of-thing. Directly in front of me is the* **Skyride**—*which, I read yesterday in the* Los Angeles Times, *was purchased for $20,000. It consisted of spherical vehicles by which people were suspended above the sea as they went to the end of the pier and back.Directly beneath the* **Skyride** *is a empty concession that sold popcorn, cotton candy, ice cream, hot dogs, pizza, chili dogs, ice cream.*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Thank You FOR YOUR PATRONAGE

I'm now turned southward. On my right is sort of a parachute-type-of-ride. On my left I can see the **Kiddyland** *section, with a ride called* **Monster**.

I'm going to be proceeding more rapidly now, through the—turning inland, turning toward the east, and going on to the section that used to be the old Ocean Park.

I'm now going to test to see if I've been recording.

The test of recording worked well, except that I see that my sibilant sounds weren't adequately reproduced. That is unfortunate.

On my left, now, is a place, a cave-like structure that sold hot dog-on-a-stick. Directly in front of me, which, by the way, is east, is a building with a marquee in the front as painted to represent a flying saucer against a background of a red and crimson and beige sky—and it's the **Flight To Mars** *ride. This, too, was sold yesterday, I understand, for $600—the entire thing—by a professor at a northern state who plans to use it as a flight simulator.*

Oh, I see that the games, rides, and stands were sold the first day, the sign here. That must have been the exciting day…

Back inland is ace(?) of the pier and it's—there's a sign above it which says, "Entrance to the International Promenade, Shops, Restaurants."

Next to that is a large building; it's called the **Magic Carpet** *ride.*

Now, turning westward again, on my left is the **House of Mirrors**—*intact, it would seem. Not only does this building contain the maze of mirrors—it also contains a room at the end where there are numerous distorted mirrors and things.*

Next to that, on the same side of the pier, is a cylindrical ride called a **Whirlpool**, *with steps along the outside. Inside, I know, there's a, from past experience, there's a revolving wheel; people are held against it by its circular motion, and the floor drops out.*

On my right is the roller coaster ride.

Proceeding still westward, on my right is the **Sea Ram**, *which is electric trolley cars that operate with a—gaining their power from an electrified ceiling and electrified floor. The cars have faces painted on the front. They're white and black with a little orange trim. They're numbered. There are signs saying "One Way Only," referring to the direction of movement of these cars. Very quiet here now…*

On my left is a typical dark ride, called **Safari**. *Next to that is a carousel ride that's now closed.*

Proceeding more westward. Cotton candy concession, right, next to that a thing called **Sea Tub**. *These were barrel-like vehicles that rode on a current of water through a dark enclosure. It's a greenish painting on the outside, and a three-dimensional model of a large octopus. Signs saying, "The largest octopus in captivity," "Deep Sea Monsters," "We haven't lost a tub—Yet," "Ride in a Tub through the Rapids." Some of the tubs are out in front. Here I count 1,2,3,4,5,6,7 of them. Various colors: blue, green, and red.*

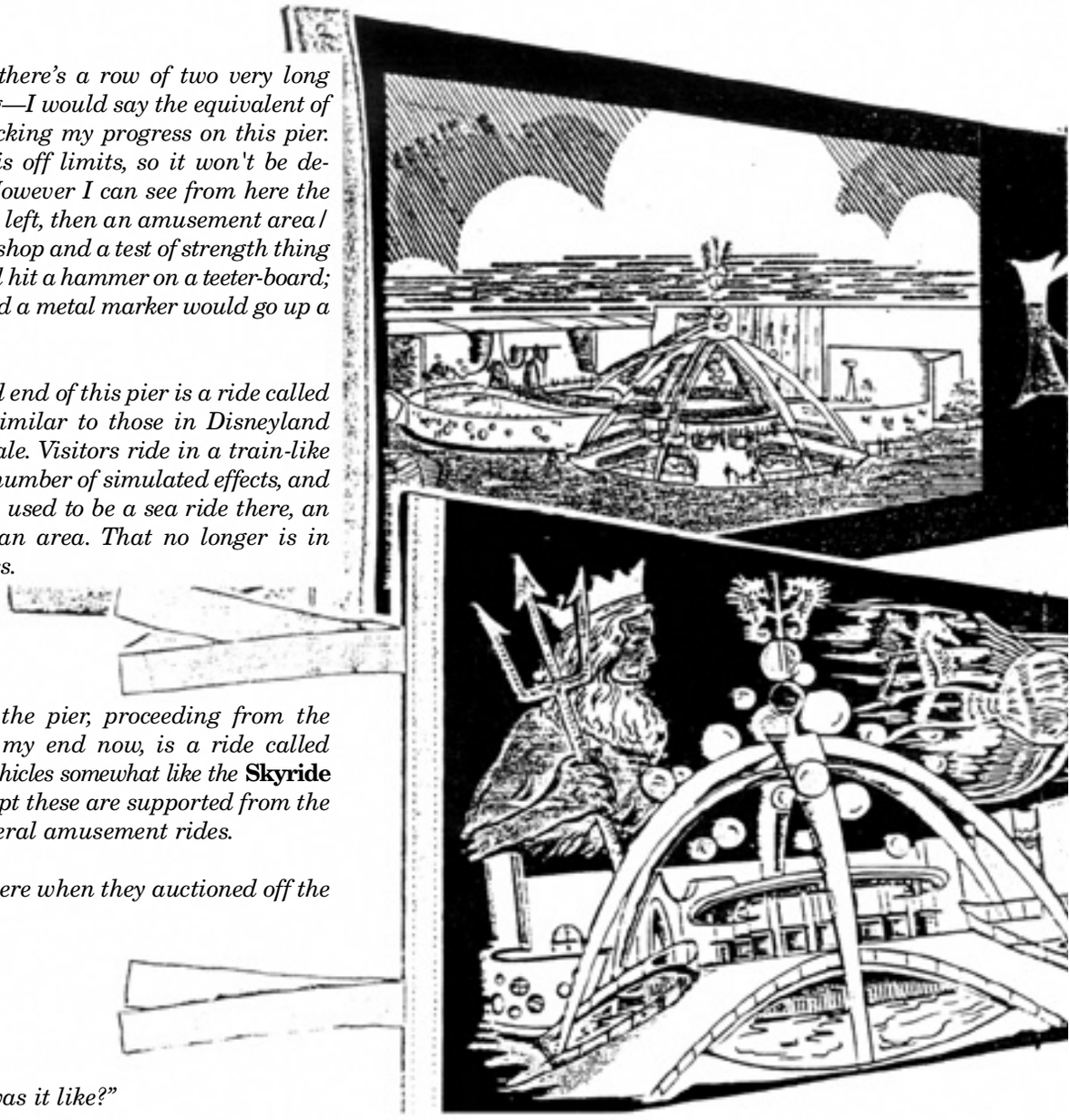
On my left is the area that was a long, walk-through amusement that was called **Davy Jones' Locker**. *And a sports thing called* **Batter Up**, *(I know that wasn't very descriptive, but that isn't my field).*

Next to that is a concession called **The Penguin**, *and then a* **Ferris Wheel**.

On the right's another dark ride called **The Flying Dutchman**—*a two-story structure with a pirate in chains on a plank on the second floor along with two cannon. Also on my left, now, opposite that, is a area that extends for some distance south. There's a barnyard that used to have live animals, domestic animals, also some restrooms. All that is closed now; it has been for some years.*

I notice at this point there's a row of two very long benches, extremely long—I would say the equivalent of four bus benches—blocking my progress on this pier. Apparently this area is off limits, so it won't be described on this tape. However I can see from here the shooting gallery on my left, then an amusement area / arcade, and then a gift shop and a test of strength thing whereby a person would hit a hammer on a teeter-board; sort-of-arrangement and a metal marker would go up a metered pole.

At the extreme seaward end of this pier is a ride called the **Banana Train**, *similar to those in Disneyland except on a smaller scale. Visitors ride in a train-like conveyance through a number of simulated effects, and there also, I remember, used to be a sea ride there, an actual tour of the ocean area. That no longer is in existence, I would guess.*



On the right side of the pier, proceeding from the seaward end back to my end now, is a ride called **Deepest Deep**, *using vehicles somewhat like the* **Skyride** *vehicles, spherical except these are supported from the bottom. And other general amusement rides.*

Brattman:"Were you here when they auctioned off the amusements?"

GUARD: *"Yeah. Yeah."*

BRATTMAN: *"What was it like?"*

GUARD: *"Oh, it was great. Lotta money here, boy, I got news for you."*

BRATTMAN: *"How much did the* **Diving Bell** *go for, do you remember?"*

GUARD: *"No. I didn't get in on—all I got in on was everything here."*

BRATTMAN: *"Yeah."*

GUARD: *"Right from, right from the* **Ferris Wheel** *up. I got in on all the biddin' there."*

BRATTMAN: *"Yeah, I read about it in the paper. That was really something."*

GUARD: *"Well, lotta money, lotta money around here in the last coupl'a days, three days."*

BRATTMAN: *"Then they're gonna tear it down, huh?"*

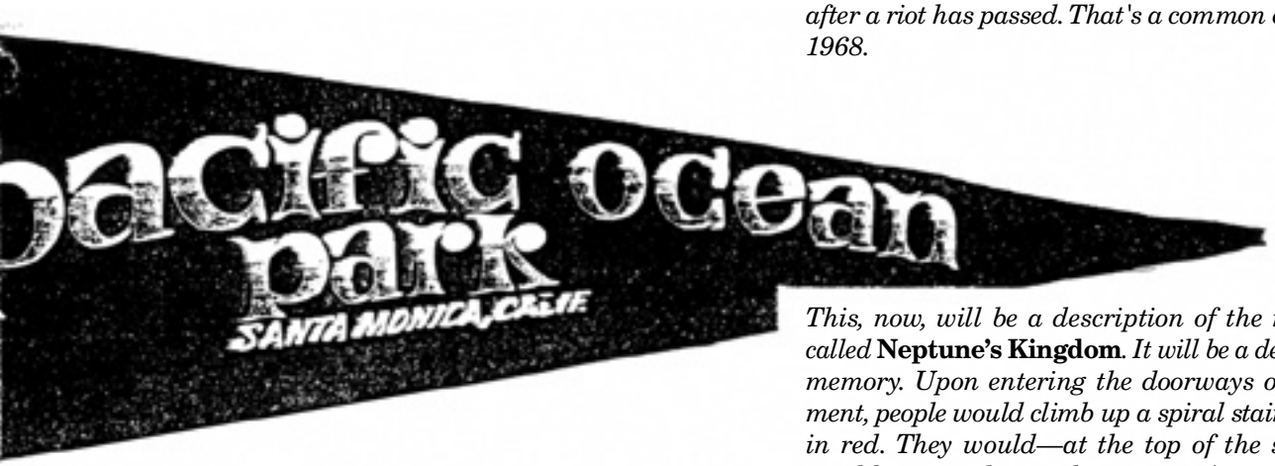
GUARD: *"Tear everything out of here, yeah,everything's goin'."*

BRATTMAN: *"The whole pier…"*

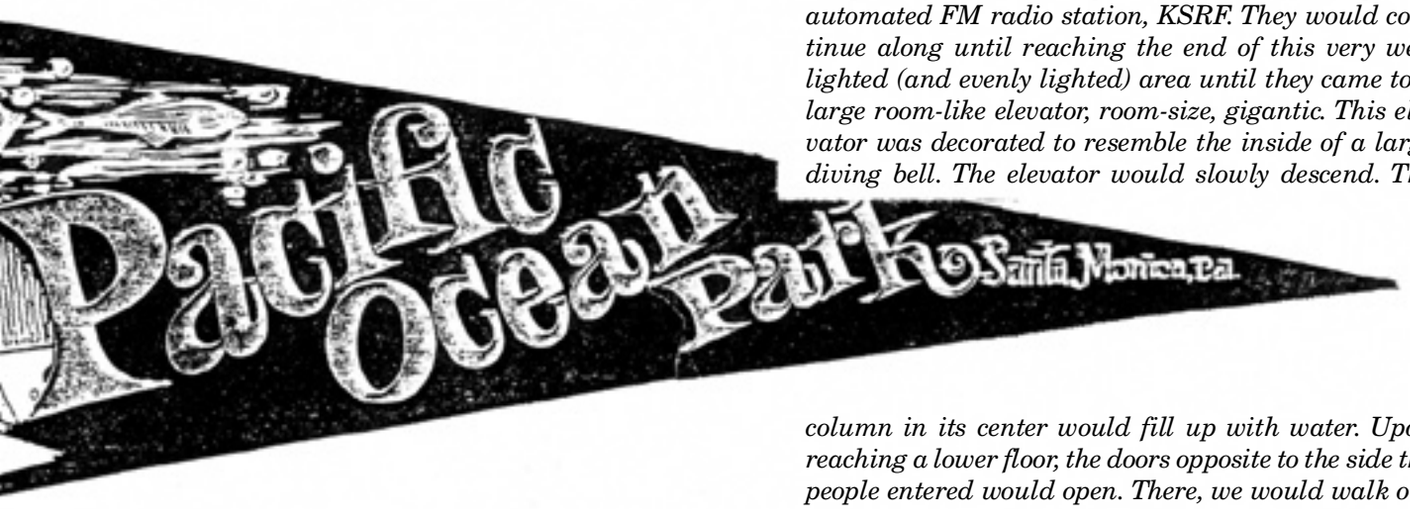
GUARD: *"Yeah,everything, going right back to the ocean."*

That was Harry Harris, a uniformed security guard.

I'll now be leaving the park area. So empty here now. So little activity. Just a few sightseers. Just like a riot area after a riot has passed. That's a common observation in 1968.

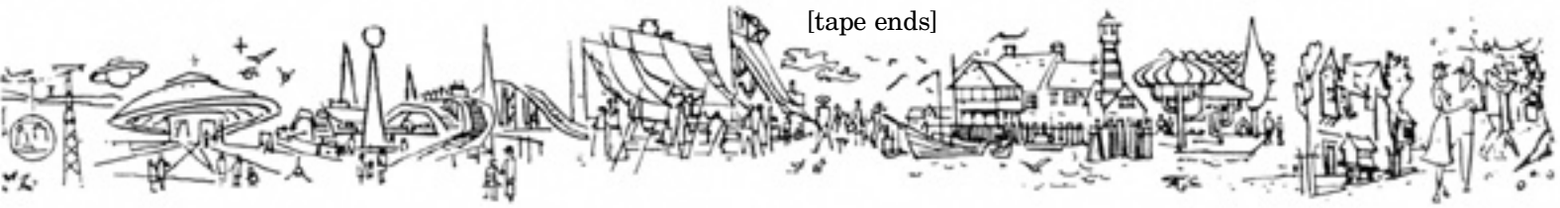


This, now, will be a description of the ride that was called **Neptune's Kingdom**. *It will be a description from memory. Upon entering the doorways of this amusement, people would climb up a spiral staircase carpeted in red. They would—at the top of the stairway they would turn right—rather, it wasn't a stairway but a ramp—they would turn right and walk past a completely automated FM radio station, KSRF. They would continue along until reaching the end of this very well lighted (and evenly lighted) area until they came to a large room-like elevator, room-size, gigantic. This elevator was decorated to resemble the inside of a large diving bell. The elevator would slowly descend. The*



column in its center would fill up with water. Upon reaching a lower floor, the doors opposite to the side the people entered would open. There, we would walk out (we, the visitors to P.O.P.) and walk through an undersea grotto—a simulated undersea grotto—first, past a tank of actual marine life, and then to a simulated marine life scene—a diorama of immense proportions. This was without water, yet it was with lighting effects that resembled those that would be seen at the bottom of the sea. Automated sea creatures would swim—would seemingly swim by, supported by invisible wires from trolleys in the ceiling. Manta rays would flap their wings—or winglike structures. Far back in this enclosure could be seen King Neptune smiling and raising his trident. When the lighting effect was working properly it was extremely effective—an extremely effective thing. And then the visitors would leave this area and walk out through a passageway that compelled them to see—I think it was—a CocaCola sign, and then out into the rest of the park

[tape ends]

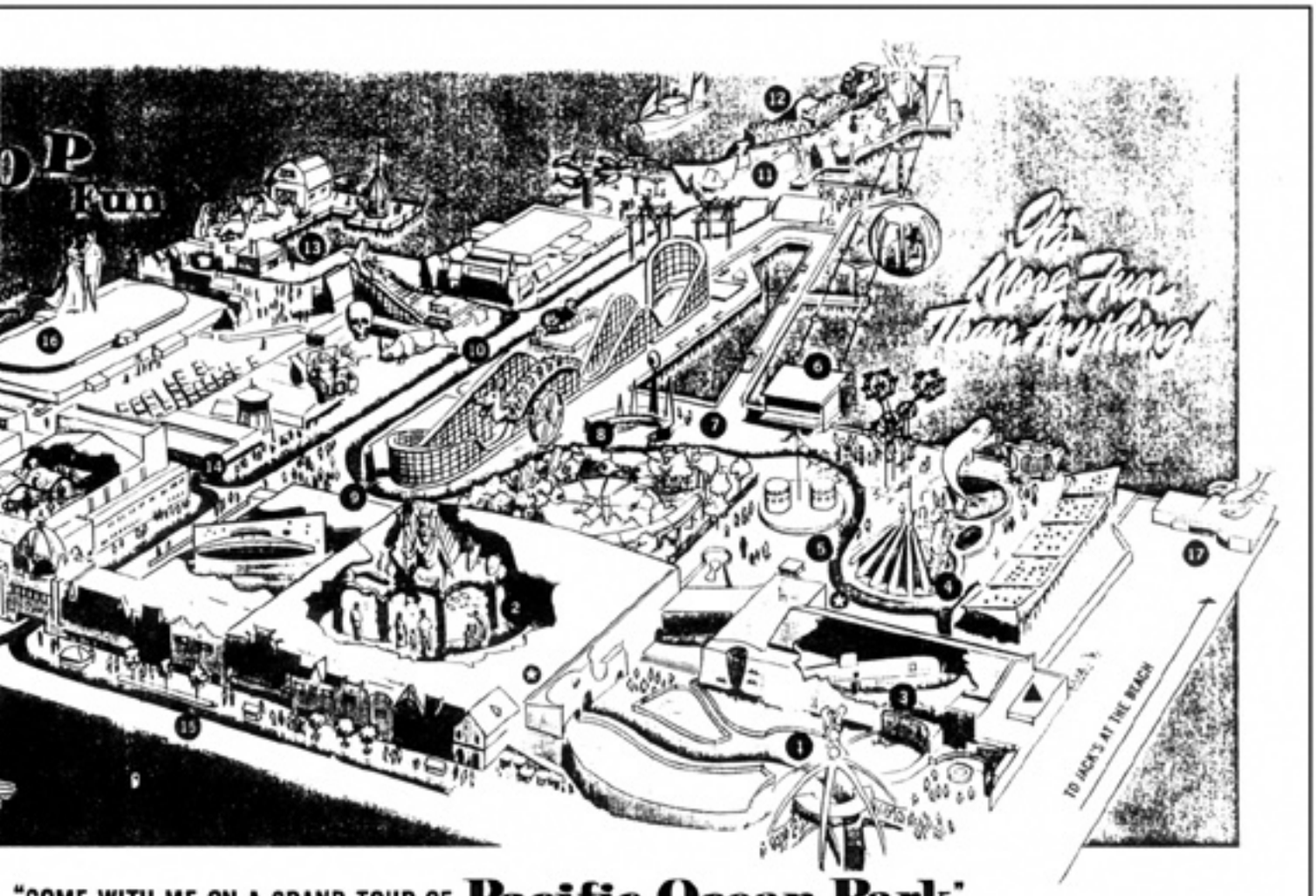


The winter of 1968-69 was hard on what was left of P.O.P. While legal battles raged between Morehart and Santa Monica, tropical rains battered the deteriorating pier. Portions of the midway succumbed to the elements and collapsed into the ocean. Although the auction stripped the park of most of the rides and miscellaneous, many of the structures remained. These became home to "social misfits" during the early 1970s.

The legal struggle for the prime beachfront property continued into 1969 … Santa Monica claimed the entire park was detrimental to the image of the community, should be condemned, and ownership of the property should fall to the City for resale and development. Morehart maintained that only the pier was a blight, that it belonged to the city, and should be demolished by them. Morehart further stated that he wanted to build a beach resort with a Polynesian theme on the site. Everyone wanted the property, but no one wanted to assume the substantial expense of razing the pier.

The old pier, dating back in one form or another to 1889, was proving to be a "tough nut." The park finally surrendered to the wrecking ball and pylon-pulling crane in May 1975, although during this effort, high seas pulled the wrecking barge from its mooring and ran it aground … a parting shot before the pier disappeared.

POP
It's Oceans of Fun...
Ride The Bus To
PACIFIC OCEAN PARK
Where Santa Monica & Los Angeles
MEET AT THE BEACH
Park Facilities
THIS WEEK!
MEET THE "BEAUTIFUL PEOPLE" OF P.O.P.
Pacific Ocean Park pier, once a grand and gaudy boardwalk amusement park, has fallen on hard times. It has become a pathetic nun, constantly set on fire, stripped by scavengers and used as a flophouse for social misfits. The innocent joy rides are gone. Now the merry-making is mostly X-rated. Homosexuals, transvestites, drunks and drifters are the big attraction. This week, in a special series of reports, KNXT Newsman Bill Applegate explores the bizarre sub-culture that is thriving on the sands.
THIS WEEK ON
THE BIG NEWS 6PM
NEWSROOM 11PM
CBS 2
POP Fun
Pacific Ocean Park



"COME WITH ME ON A GRAND TOUR OF Pacific Ocean Park"

our convenience and fun, we suggest you follow the charted course P's many exciting attractions. Enter through spectacular **Neptune's yard (1)** . . . then take your *free* trip through fabulous **Neptune's** lom (2), presented by your **Coca-Cola bottler.** Next, visit the *free* nghouse Enchanted Forest and **Nautilus (3)** before enjoying the fun- *free* **Super Sea Circus (4)** and the *free* **Harbor Seal Pool.** Nearby he giant **Space Wheels (5)** and the double **Diving Bells,** the thrilling **Skyway trip (6),** the **Paratrooper Ride,** and the **Union Oil Company's Ocean Highway (7).** Take your choice of many rollicking rides in the Forest **(8)** or a whirl on the **ferris wheel** before going "out of this " on the fabulous **Flight to Mars (9).** Also on the **PORTS O' POP** you will find a merry mixture of fantasy and fun — the **Sea Serpent coaster, Sea Ram, Sea Tub Adventure, Flying Dutchman, Shell Spin, Ride, Whirly Bird, Flying Fish, Davy Jones Fun Locker, Shooting y, Carousel, Buccaneer's Den, Safari Ride, Whirlpool (Rotor), Mirror , and Fun in the Dark** as well as the following entertainment-packed games: **Balloon, Barrack, Shooting Waters, Sea Horse, Rainbow,** and **Galleon Race. POP's** next exciting area is the **Mystic Isles** section **(11),** which includes **Mr. Octopus, The Deepest Deep, Mahi Mahi,** the **Jungle Whip, Coconut Throw, Hula Horseshoes,** and the famed **Mystery Island U.S. Rubber train ride (12).** You can then sail along the coast on the romantic **Polynesian Trader** before returning to the **PORTS O' POP.** Turn right and enjoy the *free* concerts by **POP's** Big Brass Band as you dine in a colorful New England harbor setting, **Fisherman's Cove (13),** topped by a visit to the live animals at **Zooland** in the Cove. Then down the **PORTS O' POP** again to relive fairy tale days on the **Magic Carpet (14).** The **International Promenade (15)** presents superb cuisine in authentic foreign restaurants, as well as exotic souvenirs, imports, and gifts in a continental shopping center. **Lawrence Welk** and his nationally famous orchestra and entertainers appear in person at the **Aragon Ballroom (16)** Friday and Saturday nights. **Jack's at the Beach (17),** one of the world's most famous sea food restaurants, is the gathering place for Hollywood stars.

Leon and I recently spent the day combing the antique and thrift stores in the Santa Monica and Venice communities. The "find" of the day was some strip tickets from P.O.P. for $2 each. We finished the afternoon by parking the car on Rose Avenue, near Main, in Venice by the beach where we remembered Pacific Ocean Park used to be. It wasn't easy getting past the high-rise condominiums, with their beautiful views of the Pacific, but we finally hit the sand. Walking north, along the water's edge, we strained to catch a glimpse of something … anything, that would tell us that a pier had once pushed its amusements out over the water … nothing. I even asked an old surf fisherman if he knew where P.O.P. had been. He pointed towards Santa Monica Pier about a mile further up the beach … what a jerk … doesn't he know the difference? Anyone dressed like that should also be a local historian!

As we walked inland we both felt a sense of loss and failure. We didn't even know where the pier had been. What's this? A series of signs in the sand warning swimmers of the danger of "submerged hazards" along this small stretch of beach. We both turned and imagined Pacific Ocean Park as it had been in its heyday and felt a little better.

THEME PARK MEMORIES

WHAT ARE YOUR MEMORIES OF YOUR FIRST DISNEYLAND VISIT?

"My memories are of using my older brother's old ticket books, and guide books, to see what we would go on … of the penny arcade with tons of the fun old machines, of my little brother being pushed around in a stroller, and mainly of the fun that exuded at Disneyland."

"Being 1 year old (1957) I don't know. I do remember watching model airplanes in the Hobby Circle and the man with the jet suit flying (1962?)."

"Just the awe that I felt … I was just 6 years old and it was a magical place. I just fell in love with the place."

"Purchasing a Disneyland Haunted Mansion wooden puzzle bank … still have!"

"Walking through the tunnel under Main Street Train Station into a totally new world—like Dorothy opening her front door to discover Oz."

"I loved the air conditioned movie theatre where you could rest a bit and enjoy classic Disney cartoons."

"Meeting Jimmy Dodd on Main Street, circa 1956."

"Don't remember my first visits (I don't think) but I do remember early on going to the park with my Grandmother and riding the Matterhorn for the first time."

"My first visit was when I was 9—I loved the Castle, and the Tea Cups."

"Unbelievable … I grew up poor and was sure I would see Disneyland, but I got a job at Delta and I've been there 4 times, and Disney World 16 times. Walt was outstanding."

"Photo of me in parade in front of the Opera House (now 'Mr. Lincoln')."

"Complete enchantment. I started designing rides in my mind—loved (and still do) Mr. Toad."

"It rained all day … but nobody noticed."

"Total wonderment and awe—it all basically washed over me as one incredible experience."

"My memories of my first trip to Disneyland are so vivid. It was my dream come true. I waited over 20 years to go and it was well worth the wait. We had a 5 hour lay-over in San Francisco, so by the time I got into Los Angeles it was close to midnight … but, come hell or high water, I was going to Disneyland the next day! It lived up to my expectations and I loved every minute of my day."

"Seeing Mickey Mouse, Indians, Jungle Cruise, Matterhorn and Subs, fireworks, Fantasyland—the whole magic package!"

"I remember the Indian Village, and a little boy went to look in one of the tepees … one of the dancers frightened the boy as he peeped in."

"When I finally get there, I'll write to you and tell you. How about Walt Disney World? I can tell you about that."

"I have very fond memories … Disneyland is a place you can forget your troubles. Seeing Cinderella Castle at night and the smiling faces … happiness all around."

"1960 … how wondrous Tomorrowland and Frontierland were. Really believed Swiss Family Treehouse was real."

"I remember getting photographed next to the wooden Indian in Frontierland … and buying (or my parents buying) a silver Tinkerbell necklace, which I still have."

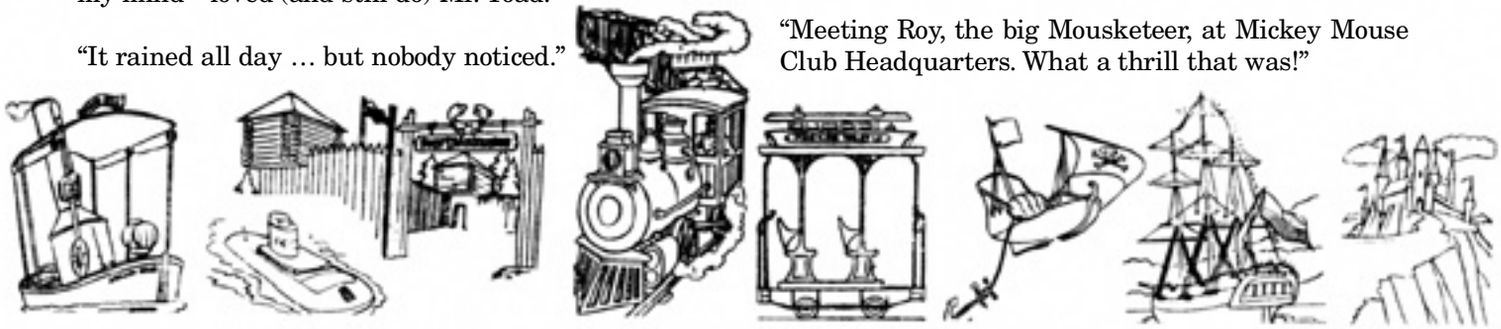
"Driving a car (on the Autopia) and crying from fear on the Snow White ride."

"I have not visited Disneyland yet! I live closer to Walt Disney World and have been there many times. I am planning my first trip for Summer of 1989."

"I met the original 'Shaggy Dog' there and rode the Flying Saucers."

"I don't remember it, but my mother was pregnant with me on Opening Day, July 17, 1955, and she had a terrific time. My first visit was a year later, on my 1st birthday … all the photos show me with a smile. I haven't missed a visit/year yet."

"Meeting Roy, the big Mousketeer, at Mickey Mouse Club Headquarters. What a thrill that was!"



WHAT IS THE "ODDEST" THING TO HAPPEN TO YOU AT DISNEYLAND?

"In 1963 (I was 7 years old) I won a free trip to Disneyland. I wore a red ribbon on my wrist and walked on every ride all day without using a single ticket."

"While riding the raft to Tom Sawyer's Island, we were rammed by the Keel Boat, and split nearly in half."

"I was visiting with my brother … being a 'big band' fan, he had gone to listen to Benny Carter & His Orchestra,leaving me to wander the park alone. Since we live in Maryland, I figured I'd better see every nook and cranny possible, since we might never get back.At the front of the park, near the lockers and telephones, I saw the character Bashful, hidden way back in a passageway, on a bench, his back to the crowd. Only a few people would see him or talk to him … he was completely in character, reacting sheepishly, being coaxed to be in a picture, then shying away. It was wonderful and I will never forget it!"

"Sorry, but nothing odd in a strange way … but as a child I could have sworn a pirate winked at me???"

"The Haunted Mansion ride broke down and we sat there watching ghosts for 20 minutes."

"On Space Mountain, the car in front of us accidentally switched to where the cars sleep at night."

"As a kid, learning that Mr. Toad's Wild Ride wasn't a 'float-through' … don't know why I thought that."

"Watching the sales girl's face when we purchased $1000 worth of Disneyana."

"Riding on the PeopleMover past Space Mountain with work lights on—so you could see entire structure … this was before the curtains were installed to prevent this."

"Sitting and waiting for my husband to come off Space Mountain and something keeps pushing me over on the bench … I keep moving but so does it … finally I go to say something … turn around and there's Mickey sitting next to me with the crowd laughing hysterically—so embarrassing."

"Making my sister so mad at me, cuz I spun the Teacups too fast and she couldn't bring her head forward. She didn't speak to me for 2 days."

"I was on the Pirates of the Caribbean all alone, nobody in any boats but me … "

WHAT WAS IT LIKE MEETING WALT DISNEY IN PERSON AT DISNEYLAND?

"In late 1958, during a visit with my family, I was part of a crowd waving to Mr. Disney on Main Street as he rode on the first bench of a horsecar … he seemed to be having just as much fun as the rest of the passengers. I still have a blurred snapshot of him at that moment."

"All I remember was a day in 1965, an employee said he was in the Park. Knowing he was there was enough for me."

"On July 21, 1955, (4th day after opening) we entered just in time to see Walt Disney walk across the park in Main Street and into the Fire Station."

"I rode from Maine to California on a Greyhound bus to visit Disneyland in 1966 … I had waited years to go! My greatest thrill was seeing Walt filming a Kodak commercial with all the characters. It is an especially fond memory, since Walt died in November … I was soooo lucky!"

"My mother and I met Walt Disney in 1965, while he was riding in his car through Frontierland. He was surprisingly gruff and short on graciousness and time. We were not charmed."

"My parents say he was friendly, patient, and graciously signed autographs."

"Met him at the Grand Opening of 'Great Moments With Mr. Lincoln' … very happy guy."

"I saw Walt Disney after probably 5 sleepless nights, greeting Guests. I was there on Opening Day and I well remember 'Uncle Walt' shaking my little hand, which was smeared in popcorn."

"I was working at Carnation in 1965 … it was always exciting when Walt would fire up the Carnation truck before opening, and take it for a spin."

"I did see the original Mouseketeers … !"

"In 1963, I was 4 and my brother (and two cousins) were in a parade with Walt Disney, which I have on film."

"I never had the opportunity, but I dream about what it would have been like."

The JUNGLE CRUISE

by Leon J. Janzen

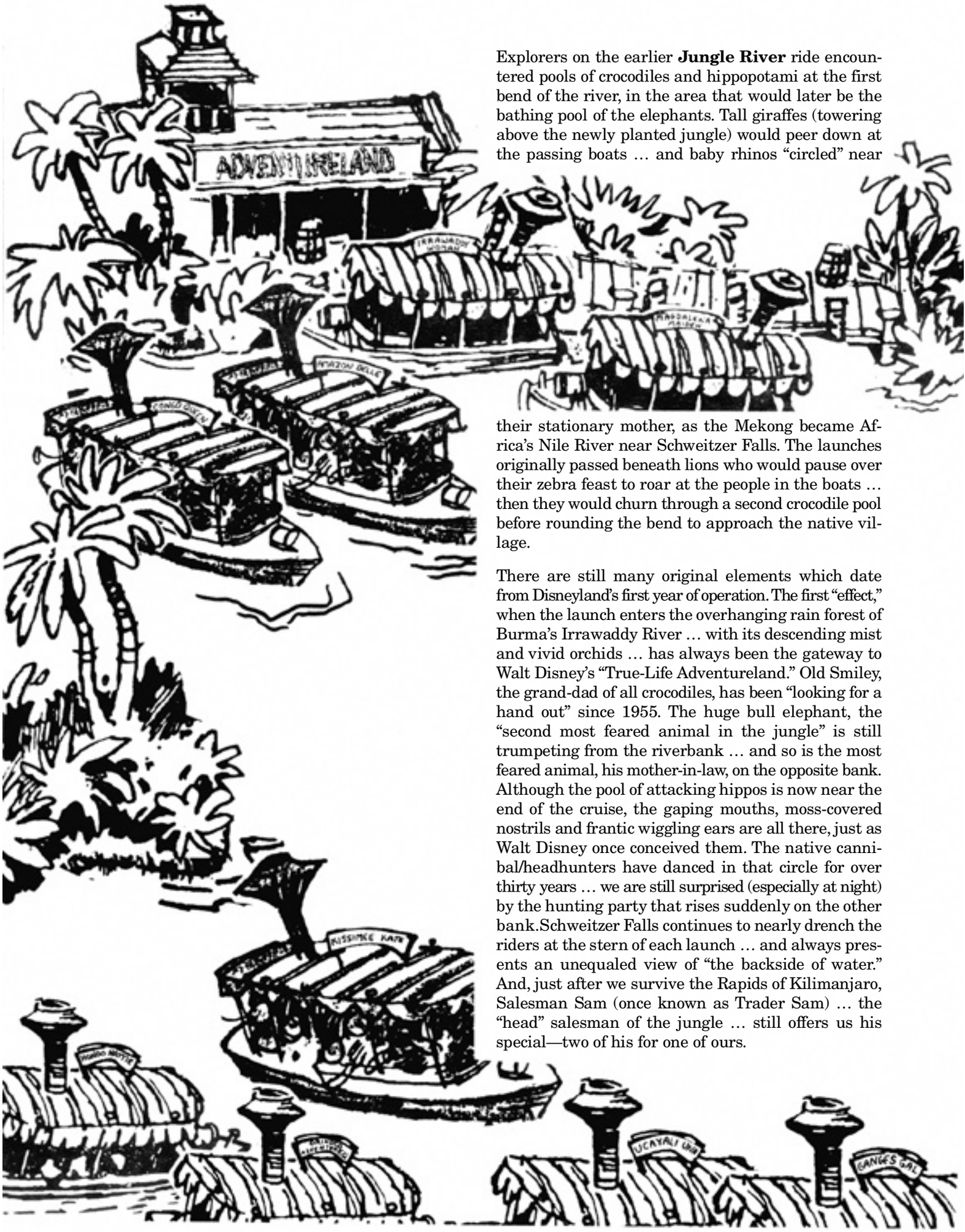
The **Jungle Cruise**, one of Disney's premier attractions for the Park's opening in 1955, remains an example of the outdoor excursion ride at its finest. This attraction continues to succeed without the high speeds and other sensations of the "thrill ride," or the multimedia atmospherics of the modern "dark ride" … it excels by delivering the primary ingredient of the theme park promise: convincing escape to faraway places. Any doubts about the ride's realism are soon dispelled while waiting at the river's edge among wooden crates and barrels, lanterns and bamboo. One after another, the **Jungle Cruise Boats** motor away from the dock, swaying gently in the green water … to be swallowed by the jungle ahead. This is true adventure: the muted roar of the diesel engines … the pungent fragrances of dense brush and aquatic plants … the breeze, warm and damp, as we move upriver … the amusing descriptions of the sights by "Mekong Mike" our intrepid guide … and the Audio-Animatronic action of the animals around each bend of the river … all combine to form the complete illusion.

Despite Adventureland's timeless atmosphere, there have been changes made to the **Jungle Cruise** ride and to the overall theme area. The breakthroughs in figural animation used to dramatic effect in Frontierland and Tomorrowland in the early '60s in turn brought improvements in realism to the animal scenes of the **Jungle Cruise**. Adventureland's appearance was significantly altered when the **Enchanted Tiki Room** and the **Swiss Family Treehouse** attractions were added. The various shops, "hotel" and refreshment areas which made up the Bazaar were expanded in the direction of the water. Gone was the original 1965 Victorian Boathouse by the river, with its second story observation tower … perhaps because the height of the maturing jungle prevented ride operators from viewing the distant boats. In its place was the relocated Tropic Trader, an open-air market for shrunken heads, miniature plaster skulls, mounds of rubber snakes, alligators, and other delights. Adventureland's entrance, with the high thatched hut and skulls up on poles, is still the same … just more hidden behind the **Tiki Room** shrubbery.

© Disney Enterprises

The **Jungle Cruise** was first called the **Tropical Rivers of the World** in 1955. A wooden sign, still hanging above the passway into Adventureland from Frontierland (near the Davy Crockett Frontier Arcade),reads "To Adventureland: Jungle Rivers of the World".This was shortened to "Jungle River" on the early ride posters around the park. The attraction itself has seen few changes after 1964, when the major new scenes were completed. The "sacred"enchanted bathing pool of the elephants, overseen by Ganesha the Elephant God, and the African Veldt areas were the most extensive of the additions. These changes, especially the elephant bathing pool, brought a lengthening of the attraction, since the river was carved deeper into the Disneyland back lot. Later additions included the safari camp, with its playful invasion of gorillas, and a revamped "Mekong River of Asia," guarded by a trio of cobras and an impressive Bengal tiger. Many unseen mechanisms (under water and behind foliage) were upgraded as technology evolved. Some relocation of existing animals was also done over the years ... and the various pythons, crocodiles, water buffalo and toucans have been improved. The tall, hairy gorilla (with his reach of over 8 feet) seems to have moved about the ride throughout the '60s, rocking up and down and glaring into the boats from different vantage points …

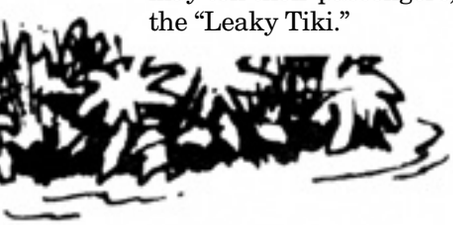
© Disney Enterprises

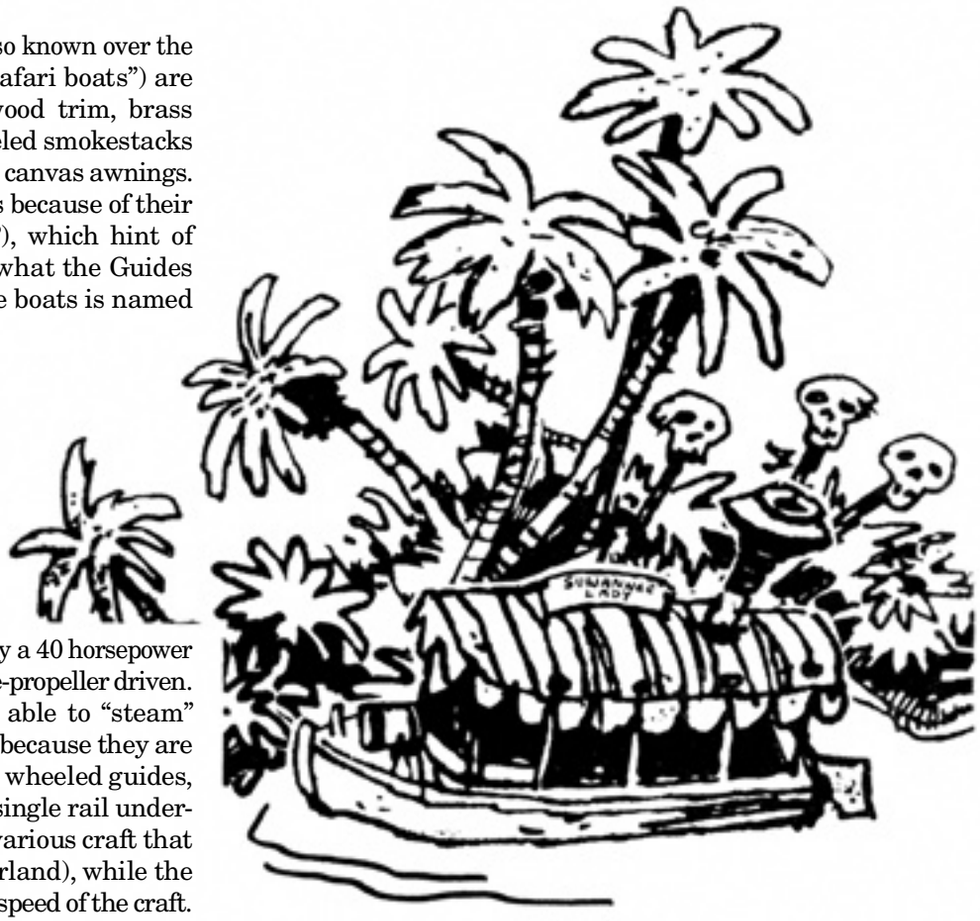


Explorers on the earlier **Jungle River** ride encountered pools of crocodiles and hippopotami at the first bend of the river, in the area that would later be the bathing pool of the elephants. Tall giraffes (towering above the newly planted jungle) would peer down at the passing boats … and baby rhinos "circled" near their stationary mother, as the Mekong became Africa's Nile River near Schweitzer Falls. The launches originally passed beneath lions who would pause over their zebra feast to roar at the people in the boats … then they would churn through a second crocodile pool before rounding the bend to approach the native village.

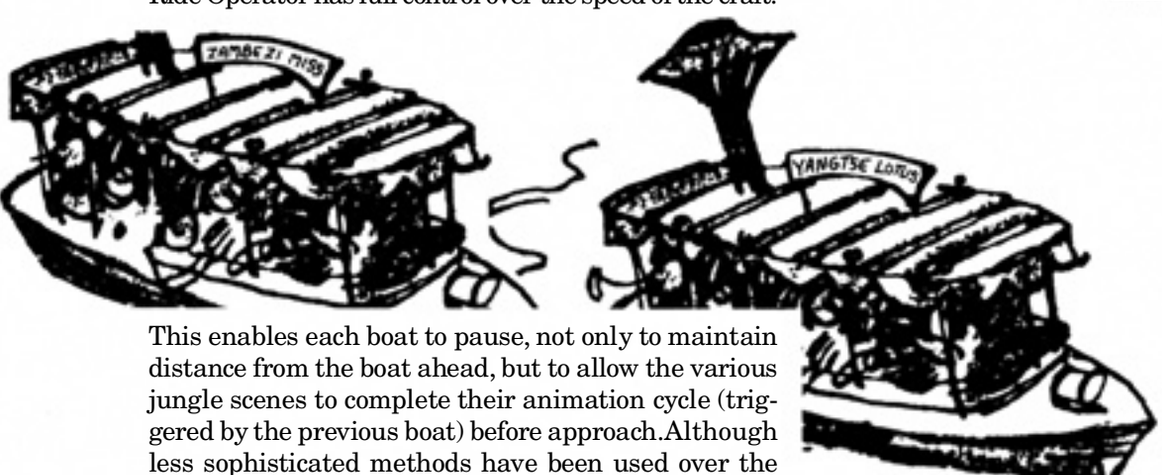
There are still many original elements which date from Disneyland's first year of operation. The first "effect," when the launch enters the overhanging rain forest of Burma's Irrawaddy River … with its descending mist and vivid orchids … has always been the gateway to Walt Disney's "True-Life Adventureland." Old Smiley, the grand-dad of all crocodiles, has been "looking for a hand out" since 1955. The huge bull elephant, the "second most feared animal in the jungle" is still trumpeting from the riverbank … and so is the most feared animal, his mother-in-law, on the opposite bank. Although the pool of attacking hippos is now near the end of the cruise, the gaping mouths, moss-covered nostrils and frantic wiggling ears are all there, just as Walt Disney once conceived them. The native cannibal/headhunters have danced in that circle for over thirty years … we are still surprised (especially at night) by the hunting party that rises suddenly on the other bank.Schweitzer Falls continues to nearly drench the riders at the stern of each launch … and always presents an unequaled view of "the backside of water." And, just after we survive the Rapids of Kilimanjaro, Salesman Sam (once known as Trader Sam) … the "head" salesman of the jungle … still offers us his special—two of his for one of ours.

The durable **Jungle Cruise Boats** (also known over the years as "explorer's launches" and "safari boats") are convincingly designed, with dark wood trim, brass fittings and controls and black enameled smokestacks jutting up through the colorful striped canvas awnings. The boats take on their own identities because of their exotic names (can you name them?), which hint of distant, mysterious locales. Despite what the Guides may tell their passengers, none of the boats is named the "Leaky Tiki."

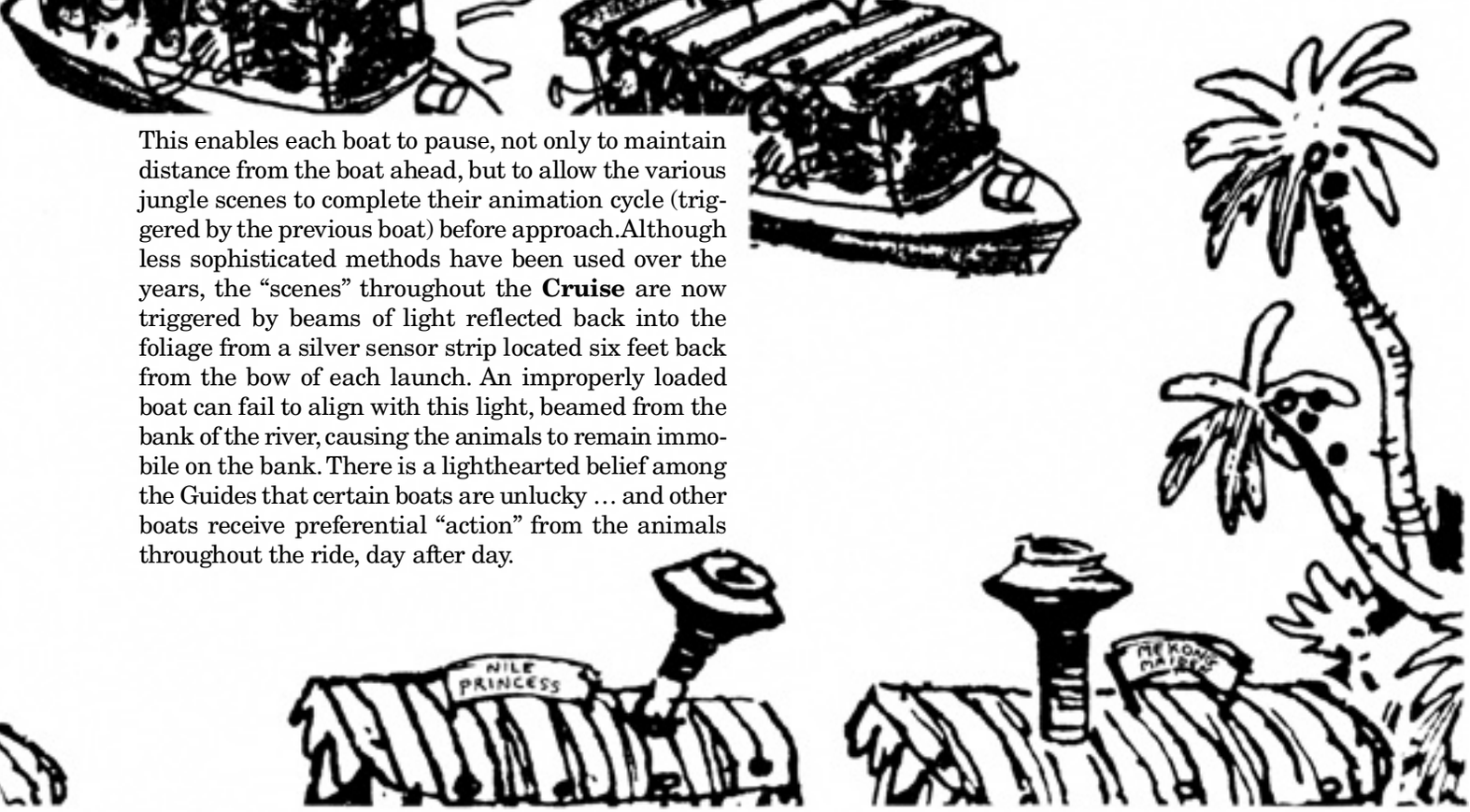




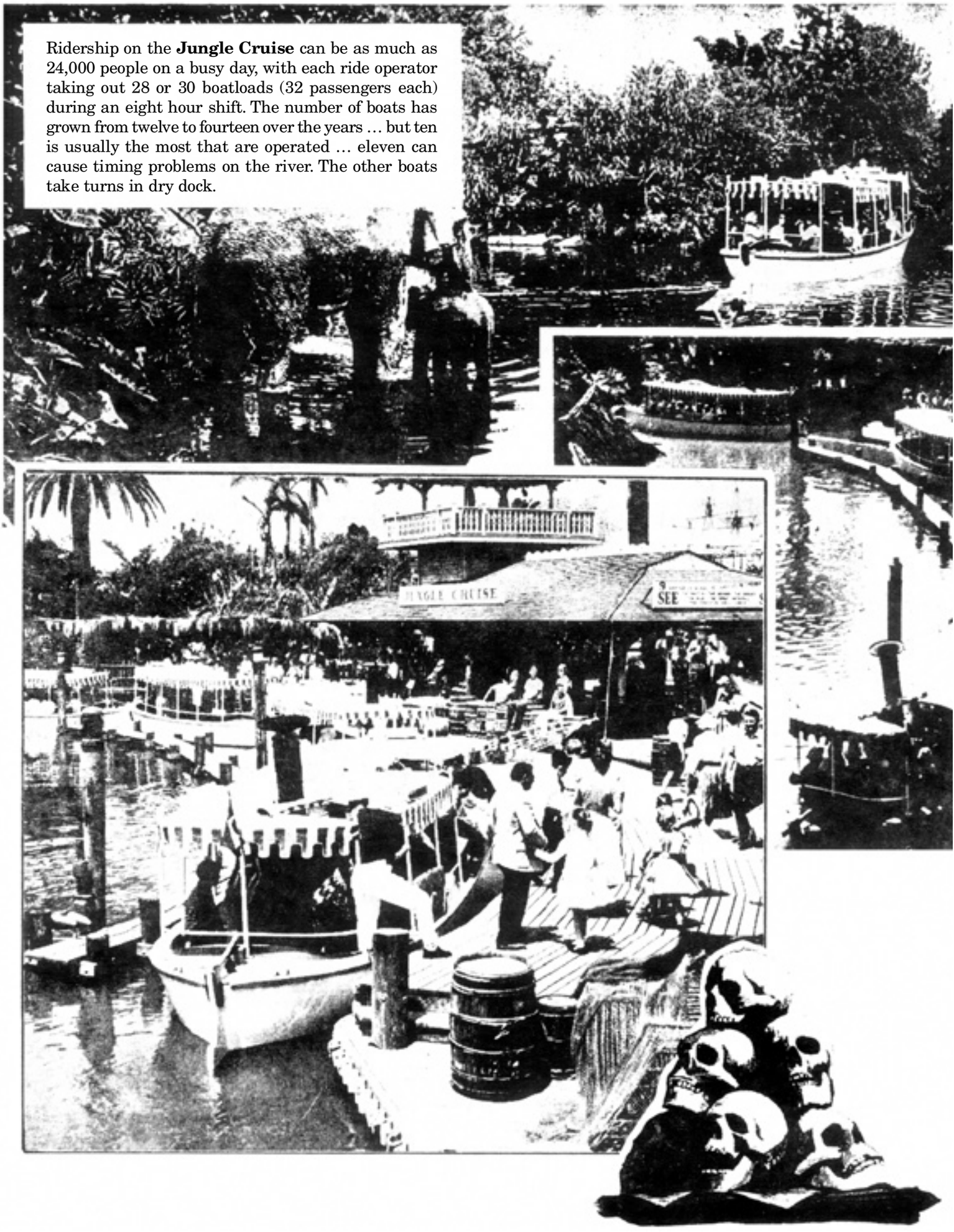
Each **Jungle Cruise Boat** is powered by a 40 horsepower Grey Marine diesel engine, and is single-propeller driven. The boats are free-floating and are able to "steam" unerringly up the Rivers of the World because they are connected below the waterline to two wheeled guides, front and rear. These guides travel a single rail underwater (the same system used for the various craft that sail the Rivers of America in Frontierland), while the Ride Operator has full control over the speed of the craft.



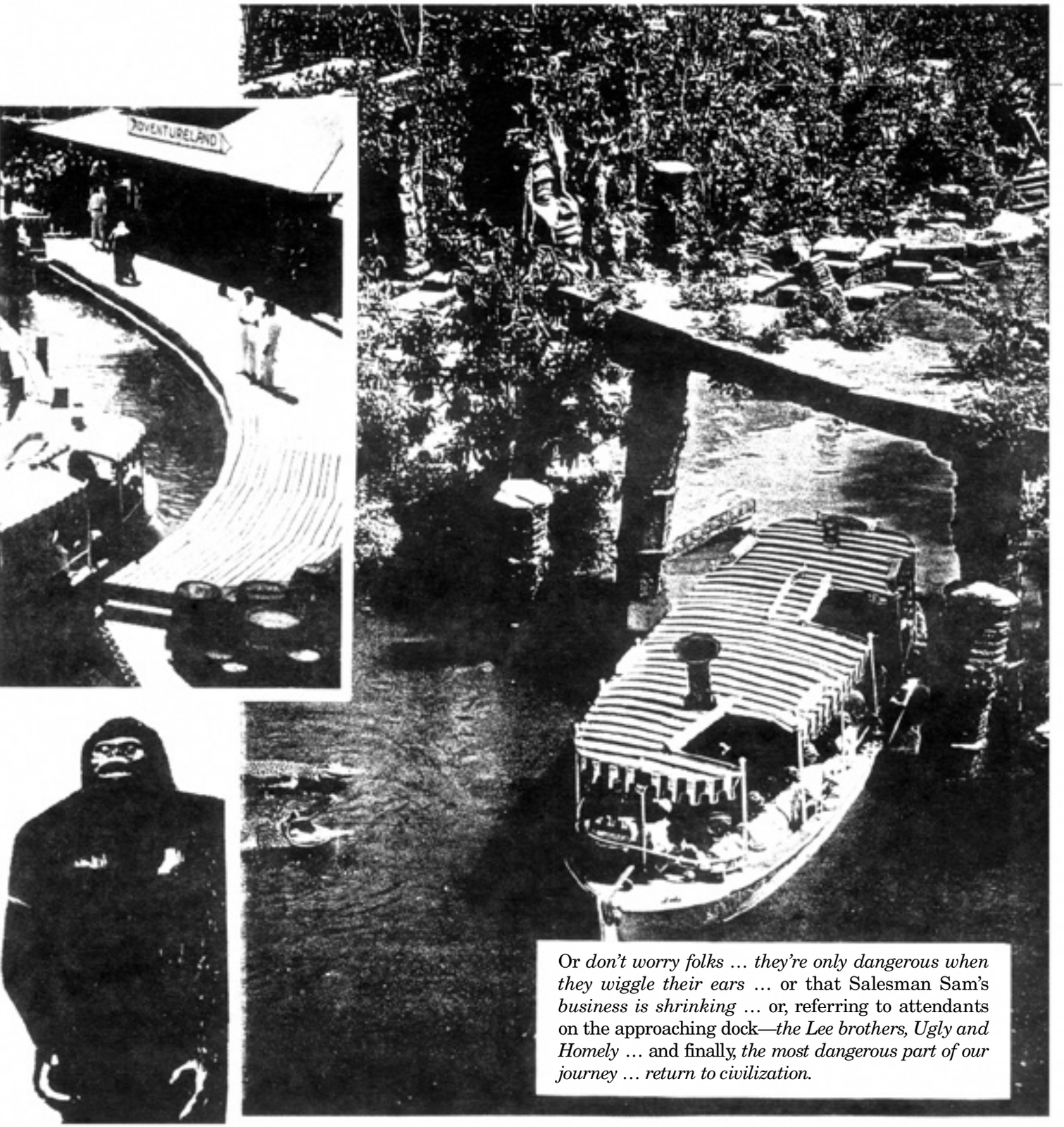
This enables each boat to pause, not only to maintain distance from the boat ahead, but to allow the various jungle scenes to complete their animation cycle (triggered by the previous boat) before approach.Although less sophisticated methods have been used over the years, the "scenes" throughout the **Cruise** are now triggered by beams of light reflected back into the foliage from a silver sensor strip located six feet back from the bow of each launch. An improperly loaded boat can fail to align with this light, beamed from the bank of the river, causing the animals to remain immobile on the bank. There is a lighthearted belief among the Guides that certain boats are unlucky … and other boats receive preferential "action" from the animals throughout the ride, day after day.



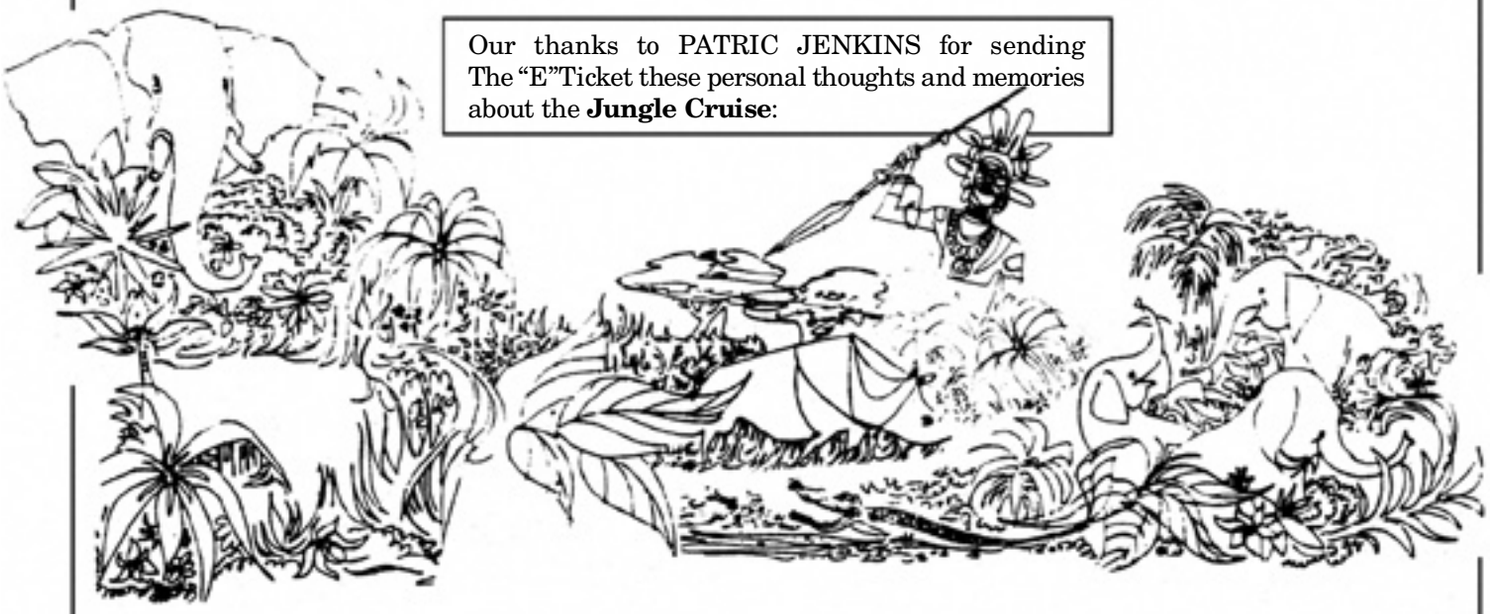
Ridership on the **Jungle Cruise** can be as much as 24,000 people on a busy day, with each ride operator taking out 28 or 30 boatloads (32 passengers each) during an eight hour shift. The number of boats has grown from twelve to fourteen over the years … but ten is usually the most that are operated … eleven can cause timing problems on the river. The other boats take turns in dry dock.



One of the most enjoyable (and timeless) elements of the **Jungle Cruise** attraction is the humorous "patter" of the Ride Operator as we proceed upriver. The material is delivered in rapid-fire style as the Guide half-heartedly steers our boat, pointing at the riverbank ahead, smiling back at us as he casually fires his revolver at threatening animals. We are treated (depending on which Guide handles the boat) to a mixed menu of jokes and comments, many of which were undoubtedly enjoyed by the first boatload to depart the dock in 1955. Apparently each Guide is given a script and is encouraged to use as much established material as he is comfortable with. The Guides (some of which who have gone on to careers as stand-up comedians) are told to "joke at their own risk," with Disneyland responsible for only the approved humor in the script. We wonder if Walt Disney was the first to hear (or contribute) the one about *waving goodbye to the Adventureland dock … we may never see it again.*



Or *don't worry folks … they're only dangerous when they wiggle their ears …* or that Salesman Sam's *business is shrinking …* or, referring to attendants on the approaching dock—*the Lee brothers, Ugly and Homely …* and finally, *the most dangerous part of our journey … return to civilization.*



Our thanks to PATRIC JENKINS for sending The "E"Ticket these personal thoughts and memories about the **Jungle Cruise**:

One of Disneyland's earliest attractions was the exotic and wonderful **Jungle Cruise**, in Adventureland. This ride takes us down the waterways of many jungles, past Amazon and Cambodian ruins, under Schweitzer Falls and past many Audio-Animatronic wild animals. Part of the fun is the humorous description given by the "Explorer's Guide" to the many sights and sounds of the jungle, with the help of jokes both old and new. Wonderfully named "Explorer's Launches," such as the Ganges Gal and the Congo Queen help make this fantasy real as we churn upriver past the animals, lush vegetation, and chanting headhunters. My favorite scene in the ride has always been the charging hippos who, though they are shot at every single trip by our Tour Guide's pistol, always survive to threaten the next intrepid boatload …

Since I was born at the time of Disneyland's 10th anniversary, I missed out on much of the earlier history of the park. I always cherished the **Jungle Cruise** ride, however, because it appeared to be unchanged from when Disneyland first opened. I came to understand that this was not true … there were many changes made to the attraction. First, in 1962, the pool of playful elephants was created. The elephants were examples of the then brand new (and revolutionary) Audio-Animatronic figures. They added more fun to the **Cruise**, with their lifelike movements, as they playfully squirted each other with water.

Major change came again in 1964, when the **Jungle Cruise** gained the perilous African Veldt. These scenes combined many groupings of "plains" animals, seeming to view one of the most amusing predicaments to befall a safari … that is to be "treed" by a very upset rhino. What makes it even more amusing is that every time the rhino lifts his head, the lowest member of the safari almost *gets the point, in the end.*

The most recent addition to the **Cruise** took place in 1977. Further humor was brought to the safari's predicament as, while they are busy with the angry rhinoceros, a group of fun-loving gorillas has invaded their base-camp, and gotten into everything. They are trying on clothing, fooling around with rifles, and attempting to drive the Jeep. All this, of course, ends in disaster … the funniest being the over-turning of the jeep.

There are two ways to ride the **Jungle Cruise** … the first is during the heat of the day, when the full effect of the jungle foliage and views of the animals can be seen. The other way (and, I think, the best way) is at night, just before Disneyland closes. This is when Disney's jungle appears to be the deepest, and the most mysterious.

Of course, every time I go to Disneyland, I relish this exotic jungle adventure. I look forward to the cool air coming from under Schweitzer Falls … to laugh at the "trapped safari" … to enjoy the antics of the elephants … and to see if the hippos get shot this time or not.

MAIN STREET MAIL BOX

Quotes from our readers

"Enjoyed #5 very much! The 20,000 Leagues article was amazing in its detail. Exactly where was this exhibit in Tomorrowland? Would enjoy seeing its context in those years on a map. The most striking aspect of Disneyland has always been its use of space. Everywhere I stand in the Magic Kingdom, two things seem to be true simultaneously: 1) I am in one of the loveliest and most interesting places in the park, and 2) I can see at least two or three directions to go in which it seems equally lovely and interesting. The only exceptions to this are during construction periods, when "dead ends" do briefly exist. This is not an achievement of "hype" or P.R. … this is a tangible masterpiece of urban design. Please don't limit yourself to "extinct" rides and attractions. Would love to see diagrams/cut-a-ways on current rides, too. Copies of maps, guidebooks, year by year would be great. Thanks." - D2.H.S., Seattle, WA

"Thanks … here's my check for the next issue and for the 1988 Annual. By the way—I love your return address label. Also … I know you live in California, but couldn't you find someone in Florida to help you write more articles on Disney World? I'm very pleased … I enjoy being surrounded by anything "Disney." I don't collect in the sense of collecting valuables … I just enjoy collecting things that make me happy and Disney makes me happy! I never tire of reading material about things 'Disney' and your 'E' Ticket was very enjoyable and different. Thanks!" - K.P., Willowick, OH

"We really enjoyed the articles. They were very informative and interesting. We loved the pictures of the old Nautilus exhibit." - Mr. & Mrs. A.G., Chandler, AZ

"I enjoyed it very much (#5) I am very much interested in Disneyland's early years. Having been born in 1965 and only being to Disneyland once ('87) all these 'old' attractions are brand new to me." - R.K.L., North East, MD

"Thank you for creating a magazine which fills the voids that other Disney magazines leave. I found your articles thorough, well-written and fully illustrated (a rarity). I have been interested in Disneyana and Disney information for quite some time. Your article about the 20,000 Leagues Exhibit was fascinating because I remember such an attraction existed, but had no further knowledge. If your 'fanzine' can continue in this fashion, you will have a great success on your hands! I would like to see further articles on the future developments of the Walt Disney Company. Perhaps articles which compare today's attractions to original rides will give us 'Disneyphiles' a complete picture of the Disney story." - J.L., Union, NJ

"You people are doing a great job. I've always wondered what the early years at Disneyland must have been like and now, with your wonderful publication, I have a window to the past … thank you." R.A.L., Westbrook, ME

"Excellent! Like a lot of others, I would prefer to see in-depth reports on old rides, attractions and set-ups that have been closed down. Also I would like to see information and layouts and concepts that have never been built, such as Discovery Bay and Circus Disney." - E.H., Pasadena, CA

"I really enjoyed it … I remember my visits to the 20,000 Leagues Exhibit years ago. I had forgotten about the WenMac Flight Circle (and motorboat pond). Thank you for the Calico Mine Ride article!" - B.R., Fremont, CA

"Great!! I am in love with Disneyland. I like finding out about old attractions and the history of the Park. Keep up the good work. This was my first issue, but it will not be my last." - R.J., Winter Haven, FL

"My very first issue, and was impressed with the articles. My first (Disneyland) visit was in March of 1986, and can't wait to come back, hopefully in March of 1989. Do you ever plan on including Disney World articles? Or updates on Euro Disney Land?" - C.C., Romeoville, IL

MAIN STREET MAIL BOX

"I really liked the 'first person' style used on the 20,000 Leagues article. It really made me feel like I was there myself, seeing it for the first time. An idea for future issues … how about an article about Disneyland exhibits that were announced but never built (i.e. Edison Square, Liberty Street, Discovery Bay, Dumbo's Circus, and the Western Rivers Expedition)?" - J.H., Maynard, MA

"Great, especially the 20,000 Leagues story. I would like to see a story on the differences between the two Disney Parks (i.e. the "Pirates") are very different. I would like to see a story on the Haunted Mansion history." - D.A., San Francisco, CA

"I enjoyed the 20,000 Leagues article very much … I did not know this exhibit had even existed until now. Thanks for the tour. Also enjoyed reading the letters page. It's nice to know there are others with like interests. How about an article on the Monorail? Technical info, maintenance, number of trains, the whole history! More on P.O.P., too." - S.W.,Alhambra, CA

"Loved it, brought back fond memories of the 20,000 Leagues Exhibit. Only addition to the article I would have liked would be a map of Tomorrowland pinpointing where the exhibit was. Now do my favorite 'lost ride' … the Flying Saucers. My biggest question is 'why didn't they last?' " - G.L., Sacramento, CA

"Great! The souvenir letter was neat!" - G.T., Searsport, ME

"The article on 20,000 Leagues brought back memories I haven't thought about for years." - S.S., North Hollywood, CA

"Hi! Thanks for sending the issue even though I didn't get a chance to send the questionnaire back … I've been gone for months and now I've got to move anyway. Here's my new address. As usual, your latest issue continues to be more refined and a little better than the last—see you around." - S.R., Venice, CA

"Very good. I enjoy every article. Thank you so much!" - KJ., Lombard, IL

"Very good! Super report on 20,000 Leagues Exhibit. Thanks, Leon, for your reply to my letter 2 months ago. I hope to hear from you again. The 'E' Ticket is obviously made with great affection for Disneyland!" - J.L.F., Campbell, CA

"Great … Getting better and thicker. Thanks for your efforts, they're greatly appreciated." - M.D., Santa Ana, CA

"Fine … Calico Mine Train and Nemo Nautilus articles very well done. Especially liked reprints of Disney toy ads!" - S.A., San Francisco, CA

"Wow! Loved the 20,000 Leagues fold-out blueprint! How can you keep outdoing yourselves?" - D.M., Seal Beach, CA

"Mr. Janzen's article was great. I loved the detail he put in it. I do wish the pictures had been clearer … so I could have seen more of it." - K.M., Kalamazoo, MI

"Sorry this took so long to get back to you … please send my Issue #6. I really look forward to it as it brings back more memories than any other paper or magazine I read. Very much liked looking at the old pictures and the letter on page 3. Also, the 20,000 Leagues Under the Sea." - B.S., Torrance, CA

"Each one is getting better." - S.F.S., Agoura Hills, CA

"I loved being taken through the 20,000 Leagues again. I was too young the first time I saw it … now my memory is alive again with the images from your informative article. Excellent!" - E.S., Los Angeles, CA

"The 20,000 Leagues was superb and that was after I thought the Calico Train would be hard to beat … keep it up!" - T.T., Palos Verdes Estates, CA

"Wonderful! Hopefully there's a great big beautiful tomorrow for The 'E' Ticket!" - M.C., Lakeside, CA

"The finest issue yet. I had good but not vivid memories on 20,000 Leagues. Your article, Jack … I'd have paid for it." - M.C., San Francisco, CA

"I like reading about anything connected with amusement parks." - R.C. Jr., Stockton, CA

"Fantastic! The Calico Mine Train was great … but the story of 20,000 Leagues Under The Sea was absolutely amazing! Keep up the excellent work. Can't wait for #6." - K.R., Hewlett, NY

"Each one is better than the next." - S.J., North Hollywood, CA

"Best issue yet! Keep up the GREAT work!" - R.G., Canoga Park, CA

"The 20,000 Leagues story was exceptional. The photos, diagrams and tidbits are total treasures—thank you." - C.K., Venice, CA

"Very good—especially 20,000 Leagues Under The Sea (since I never saw it) and the Calico Mine Train." - B.W., Dayton, OH

"I really liked your 20,000 Leagues Exhibit article. I hated to look at the Squid as a child." D.T., Pasadena, CA

"What can I say about The 'E' Ticket! To say I love it is an understatement. Thanks for including me in the Main Street Mailbox. The newsletter was worth the wait. I have read it from cover to cover … I especially enjoyed the article on 20,000 Leagues Under The Sea. The first time I went to Disneyland was in 1980 so the articles on early history of the park are very fascinating to me. Now I'm disappointed because I have a long wait for my next issue. Keep up your wonderful work and take care." - H.S., West Hempstead, NY

"20,000 Leagues is one of my favorites—great article/ wonderful historical information and photos. Do I understand correctly that there are no back issues (#1-4) available?" - D.W.B., Ottawa, IL

"Fantastic—first issue I've received. Keep up the great work. You really deserve recognition for all your efforts. I enjoyed this issue immensely." M.K.,Middleburg Hts., OH

"Impressive—the article on Disneyland's 20,000 Leagues Exhibit was quite an effort!" - D.C. San Diego, CA

"Fun reading—keep up the good work." - G.H., Kent, WA

"I really enjoyed Issue #5 very, very much. It was great reading about the Nautilus. I love the Emporium, but I'm only interested in Disney, not the other parks." - S. & J. M., Carpentersville, IL

"I smiled through the entire issue … for 30 minutes! I think it is a great service to those of us who prefer Disneyland to Disney World … it's fun to peer into the park's archeological past. Where is the Clock of the World from Tomorrowland, anyway?" - D.G., Shaker Heights, OH

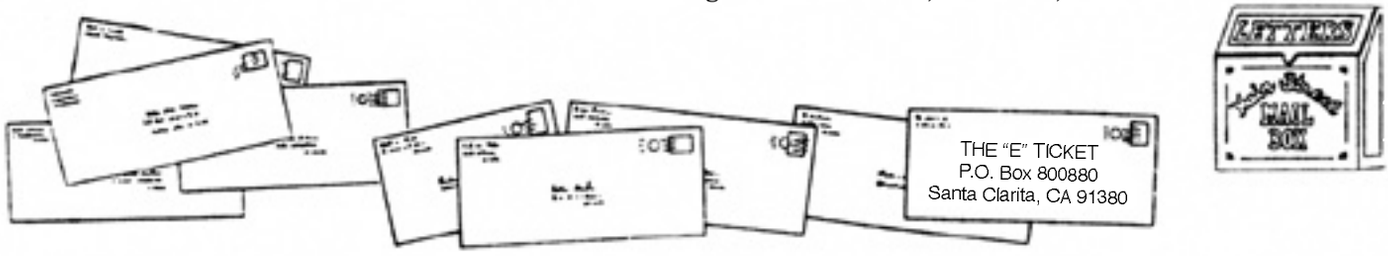
"Totally blew me away!! Extremely happy to see it! Oh Wowwww! … I happened to think that someone should do a book about the 'thousands of stories' of things that happen to people (families) that try to get to Disneyland from across the country—also the things that happen at the park: marriage proposals, fights, lost kids, how the park inspires people (like us …)—I just stood in the parking lot and said 'think of the thousands of stories….' It's like our permanent backyard. It's mine, because I know every nook and cranny, and make it a point every time I'm there, to return to my twelve years old time, no matter how old I am. Every visit is a new chapter … new people/new situations … a permanent place to come back to and everything is still OK." - P.N., El Macero,CA

"I thought it was the best one yet! Thank you! I truly appreciate all the hard work that you guys put into making The 'E' Ticket a superb magazine." - L.C., Honolulu, HI

"I'm amazed at the things I continue to learn about Disneyland. I love the background articles." - L.M., Plano, TX

I enjoyed Issue #5 very much. This was my first issue but certainly not my last. Since I am only nineteen, I know little about the early days of Disneyland. In fact, I've never been there, although I have gone to Walt Disney World, which is incredible in itself. The 'E' Ticket is a great way to learn more about early Disneyland history. The foldout of the 20,000 Leagues Exhibit floorplan was especially appreciated. I'm sure there are many fine theme parks for you to discuss in your magazine, but I do wish you could devote the entire magazine just to Disney theme parks. I would like to see articles on the Imagineering process that went into the designing of the Disney parks. I'm thoroughly fascinated with the Walt Disney Imagineering branch of the Disney organization." - B.R., Wiggins, MS

"Congratulations on your best ever issue (#5) of The 'E' Ticket! I think you have set some new standards for the publication. The quality of the photo reproduction has greatly improved, and the feature article on 20,000 Leagues was very informative and accurate. I really like the way the format of the magazine has evolved. As I see it, there is a cover article on a 'favorite oldie' from Disneyland, an article on another park (such as P.O.P. or Knott's) and an article on unique collectibles. Most of all, I love seeing the parks through the eyes of fans and collectors. Keep up the good work!" - D.M., Pasadena, CA



*** COLLECTOR'S CORNER ***

The Frontierland Davy Crockett Pioneer Scout Outfit is one of the "crossover" items which celebrated the parallel success of the Fess Parker television series and the brand new Magic Kingdom in 1955. Made by the L.M. Eddy Company, it combines a leather Frontierland holster and belt with a Hubley "flintlock junior" single-shot cap pistol and a Daisy plastic powder horn … the perfect souvenirs, sold in huge quantities, in the Davy Crockett Frontier Arcade.

It's hard to imagine a more desirable early Disneyland toy than the Rand McNally Disneyland Globe. Actually a game, there are "chance cards" for the four theme areas, a spinner on the top of the globe, and small cardboard characters on magnetic bases which move about this metal Disneyland planet. A beautiful example of tin lithography, the globe pictures Davy Crockett kneeling within Frontierland and a familiar **Jungle Cruise** and **Fantasyland Castle**. There are many early Disneyland concepts shown, including the "Duck Boats," the "Mono-railway" and the Disneyland hot-air balloon, hovering above the Park.

RULES of PLAY
Disneyland Game
A WORLD IN ITSELF
WALT DISNEY • RAND McNALLY
6.
THE MONO-RAILWAY
was behind schedule. Go back to S.
DISNEYLAND GAME
Rules of Play
1, 2, 3 or 4 can play
Get Ready to Play
Choose your Magnetic "Man" . . . Mickey, Donald, Goofy or Pluto. Put him near START in Fantasyland (yellow), at top.
Make 4 piles of the Chance Cards by colors, 12 yellow Fantasyland Cards . . . 12 blue Tomorrowland Cards . . . and so on, 4 piles
CHOOSE MEN
"LACE NEAR "START"
Tomorrowland
Chance Cards
When you land on D or N you get a Chance Card. Take the top card from the pile of the same land your man is in. For example: if he is near end of Frontierland and you spin a D. You first move him to Adventureland (the D is right over the dotted line edge of it). Then you take a card from the green Adventureland pile. Do what the card says.
Always put Chance Cards back under their own pile face down . . . unless the card says to hold it for awhile. On the first D or N you spin (to start), do not take a Chance Card.
ON D OR N TAKE A CHANCE CARD FROM SAME PILE AS "LAND" YOU ARE IN
PUT IT BACK UNDER PILE . . . UNLESS "HOLD" CARD
The FOUR LANDS of DISNEYLAND
Each "Land" has two long borders or edges. One edge is a dotted line. The other edge is the bulge around-the-middle of the globe (the equator). If you land ON the dotted line you are in the NEXT land . . . so at D (going into Adventureland from Frontierland.) Be careful crossing from Tomorrowland to Frontierland . . . two of your letters cross a corner of Adventureland (above the monkey).
EACH HALF OF GLOBE SHOWS TWO "LANDS" and MANY PICTURES of the REAL Disneyland in California
Lands in order of Play:
1. Fantasyland (h)
2. Tomorrowland
3. Frontierland
4. Adventureland
Chance Card Color:
yellow
blue
tan
green
(you finish in last half of Fantasyland)
3.
DAVY CROCKETT,
your powder horn is empty. Get o
Bowie knife . . . go back to

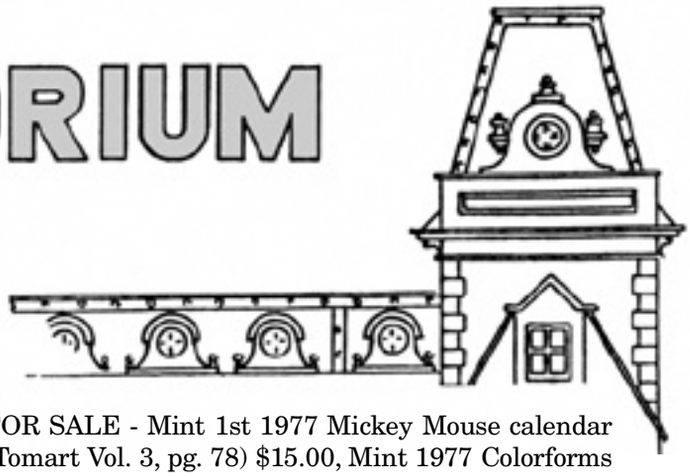
These "colorful scenes" folders are often overlooked by feverish postcard collectors (perhaps because of the lightweight paper used), but to a young Disneyland visitor with limited theme park money, they offered the most "souvenir power" … imagine … twelve color photos of the Magic Kingdom for a mere 15 cents.

Magazine ad from the mid-'50s

TINKER BELL'S Enchanted WAND
GLOWS IN THE DARK FOR HOURS!
A fascinating gift for any youngster.
Tinker Bell's star mounted on wand gives off lovely mysterious glow!
Send Only 25c plus 5c tax & postage.
See our Black Light Hall of Enchantment.
Brilliant, Breathtaking, Beautiful!
MINERAL HALL • Frontierland, Disneyland, California
© Walt Disney Productions

Ghost Town souvenir

The E Ticket EMPORIUM



FOR SALE - Older Vacationland magazines, Leeds Planters, Disneyland ride tickets, 1978 Dial Guide to Disneyland, much misc. Send SASE for list.

FOR SALE - "Everything Disneyana" an exciting 40-page catalog, offering new and old Disney collectibles. You'll find reference books, figurines, music boxes, pinback buttons, postage stamps, and more … everything Disneyana! Join those collectors who save time and money … Send $1 for latest issue.

FOR SALE - Grolier, Schmid, Goebel, applause and much more—list is 45 pages and it is free with a manila envelope with $1 postage or $5 for fully illustrated catalog.

FOR SALE - Disney reissue posters (also, Disneyland items are wanted) send for list.

FOR SALE - 1955 Davy Crockett King of the Wild Frontier Stamp Book, complete $12.00—Disneyland Pictorial Souvenir & Guide 1963 - good condition $15.00. Disney on Parade Program (1973) mint, $5.00 - good condition $4.00.

FOR SALE - Two copies of Storyboard #2 (Jan/Feb '88, Bruce Hamilton cover) in store-bought condition—now out-of-print. $22.50 each includes p&h.

FOR SALE - Disneyland souvenirs and more! Visit my Disney Space (#27) ten minutes South of Disneyland: Westminster Abby Antiques Mall.

FOR SALE - Disneyland home movies … VHS tape of early Disneyland home movies 1956 to 1960. Tape runs approx. 13 minutes (5 rolls of 8mm film) send $23 (price includes UPS).

FOR SALE - Souvenir Guidebook "Disneyland A Complete Guide To…" copyright 1957 near mint (featured in Tomart's Vol. 1, pg. 140 #D5005) $45.00 + postage. WANTED - 1957 Zorro theme sheet music (blue notes) - will pay $15.00.

FOR SALE - Mint 1st 1977 Mickey Mouse calendar (Tomart Vol. 3, pg. 78) $15.00, Mint 1977 Colorforms Seed pkgs. (Tomart Vol. l, pg. 99) $5.00, sample pack complete set, 16 different/rare $76.00, other Disneyana for sale.

FOR SALE - Snow White Desk Lamp, figure of Snow White on base, house and Seven Dwarfs scene on shade, fair condition, for best offer.

WANTED - Disneyland paper souvenirs (tickets, guidebooks, wall maps, entertainment schedules, books) good plus condition. Please send list (including date and condition).

WANTED - Animation cels, any pre-1975 film, especially Jungle Book, please call and leave message.

WANTED - "Grad Nite" buttons from Walt Disney World, prior to 1981.

WANTED - "Pirates" attraction poster, Golden Horseshoe items.

WANTED - Interested in Disneyland related buttons or lapel pins, please write.

WANTED - Animation cels - private collector … send list or xerox and price to.

WANTED - Looking for any good still photos of the Epcot model upstairs from Carousel of Progress, or any close photos of the TWA/Douglas spaceship … need close-ups, series of photos, etc. Also looking for employee name tag "Paul."

WANTED - The sheet music for the Pecos Bill song used in the old Golden Horseshoe Revue (and the Disney short cartoon). (I'll keep trying … somebody must have this!)

WANTED - Uniform patches for workers at Disneyland. Also, Disneyland menus.

WANTED - Drawing of the Main Street Railroad Station - needed for H.O. model.

WANTED - Disney plates from Schmid's "Signs of the Zodiac" series, and Goebel figures.

WANTED - Any Disneyland/WDW maps, guidebooks pre-1970. Would pay for PHOTOCOPIES of same, if you don't want to give yours up.

WANTED - Disney-related buttons or lapel pins - please write.

WANTED - Pre-opening brochures, guides, booklets, posters, and postcards for Disneyland, Walt Disney World, Tokyo Disneyland and Euro Disneyland.

WANTED - Disneyland items, guide books, maps, books, games and old Strombecker model kits.

WANTED - Great Moments With Mr. Lincoln silver charm.

WANTED - First four issues of The "E" Ticket.

WANTED - Early editions of the souvenir Disneyland maps (1955, 1960, 1965 editions) prices negotiable.

WANTED - I am looking for the leatherette slip-cover cases for Disney News, first sold around the early '80s.

WANTED - 20,000 Leagues reel of the Disneyland Tomorrowland Viewmaster set from the '60s.

WANTED - Back issues of The "E"Ticket, numbers 1, 2 and 3.

WANTED - Animation Cels, backgrounds, drawings.

WANTED - Charles Boyer lithograph entitled "Partners."

WANTED - Disneykins and Hanna-Barbara TV Tinykins by Marx.

WANTED - Ride poster for Flying Saucers attraction, good to mint condition … 1964 wall map, no folds, mint condition … also wanted … Issues #1, #2 and #3 of The "E" Ticket.

WANTED - Disney Cookie Jars, Salt & Pepper sets, Lunch Boxes, Planters … also WDW and D'land guidebooks, postcards, Annette items, too.

WANTED - Animation Cels, especially Jungle Book - send description or leave message.

WANTED - 1957 wall map of Disneyland.

WANTED - I collect Disney magazines and fanzines … please advise me of what you have to sell … The "E" Ticket #1, #2 and #3 desired.

WANTED - The Jungle Cruise boat, circa late '60s/ early '60s … I think this item was steam powered.

WANTED - Outside Disneyland park promotional buttons, from newspapers, restaurants, airlines, etc. (i.e. "win a trip") … must say Disneyland or Walt Disney World.

WANTED - Mickey Mouse watches, Lionel handcar, Marx train set.

WANTED - Zorro collectibles, will trade or buy.

WANTED - Monorail enthusiasts for THE MONORAIL SOCIETY! Walt had the right idea, but 30 years later urban planners still haven't caught on. We collect, document, photograph and promote.

WANTED - Souvenirs/memorabilia of Pacific Ocean Park.

THE "E" TICKET
P.O. Box 800880
Santa Clarita, CA 91380

This VERY LIMITED EDITION includes:

The Viewliner — much "lost" information about this very short-lived Disneyland "Train of the Future"

An Afternoon Break at Knott's Berry Farm — get your hand stamped and come with us

Parker Bros. Disneyland Games — everything you need to know to build a complete 19 game collection

STILL AVAILABLE

The E Ticket

1988 ANNUAL

Contains over 40 BIG, illustrated pages from our first three issues … which have long been out of print !!!

"Priceless Souvenirs" — discusses premiums and giveaways from Disneyland in the early years

Pacific Ocean Park — return to "Neptune's Kingdom" in Santa Monica during its heyday in the sixties

Frontierland's Rainbow Story — recall the step by step history of this part of Frontierland before Big Thunder…

First Year Disneyland Collectibles — toys and paper items which "previewed" Disneyland before its 1955 opening

AND FOR THE FIRST TIME!!! David R. Smith, of the Walt Disney Archives discusses the role of the Archives in preserving the history and memorabilia of the Disney theme parks … his comments, observations and personal experiences from Disneyland appear in this exclusive interview.

IN THE "E" TICKET 1988 ANNUAL!!

ORDERING INFORMATION

Send a check or money order for $5.00 for each annual ($4.00 plus $1.00 postage and handling) to:

The "E" Ticket – P.O. Box 800880, Santa Clarita, CA 91380

Be sure to include your name, address and number of copies desired.

***** OF INTEREST *****

When in Disneyland visit
Aunt Jemima's
KITCHEN
in Frontierland
Come to
AUNT JEMIMA'S
KITCHEN
in Frontierland
Best waffles and pancakes you ever had! Quick service, and it's easy on the family budget! Here are a few "hot-off-the-griddle" favorites at Aunt Jemima's Kitchen.
THE GOLDEN HORSESHOE SPECIAL: New, Deluxe Aunt Jemima Buttermilk Pancakes — tender and gold, and smooth as silk.
DAVEY CROCKETT'S DELIGHT: A favorite with the youngsters—Aunt Jemima's famous Regular Pancakes, stacked four high.
THE MARK TWAIN SPECIAL: A hearty, man-sized stack of tangy Aunt Jemima Buckwheat Cakes.
CALIFORNIA WAFFLES: Crisp and creamy Aunt Jemima Waffles studded with meaty pecans. There's always plenty of fresh butter, and your choice of maple or wild berry syrups.
AUNT JEMIMA'S
KITCHEN

© Disney Enterprises

AUNT JEMIMA AT DISNEYLAND—When she's not lending a hand with Pancake Festivals, Aunt Jemima is "at home" in "Aunt Jemima's Kitchen" in Disneyland. In a gracious Old South setting, she welcomes you, serves her famous pancakes, and sends you on your way with a cheerful, "You all come back!"

WHAT NEXT?

We at The "E"Ticket are more enthusiastic than ever … and, with all the theme park toys, souvenirs, facts, topics, and memories to talk about … well, we're already hard at work on Issue #7 …

BE SURE to use the ISSUE #7 REQUEST LETTER to order your copy, include your check for $3.60 ($2.60 plus $1.00 postage/handling), and return it right away or you may miss out on our next issue!!! Don't forget to include your comments, opinions, memories and anything else about this issue … and your free ad for the Emporium Page—thanks!

THEME PARK — "An amusement park where rides, activities, and thrills are presented within an atmospheric environment. A place where your ride admission (especially if it's an 'E' ticket) will carry you to another place or time."

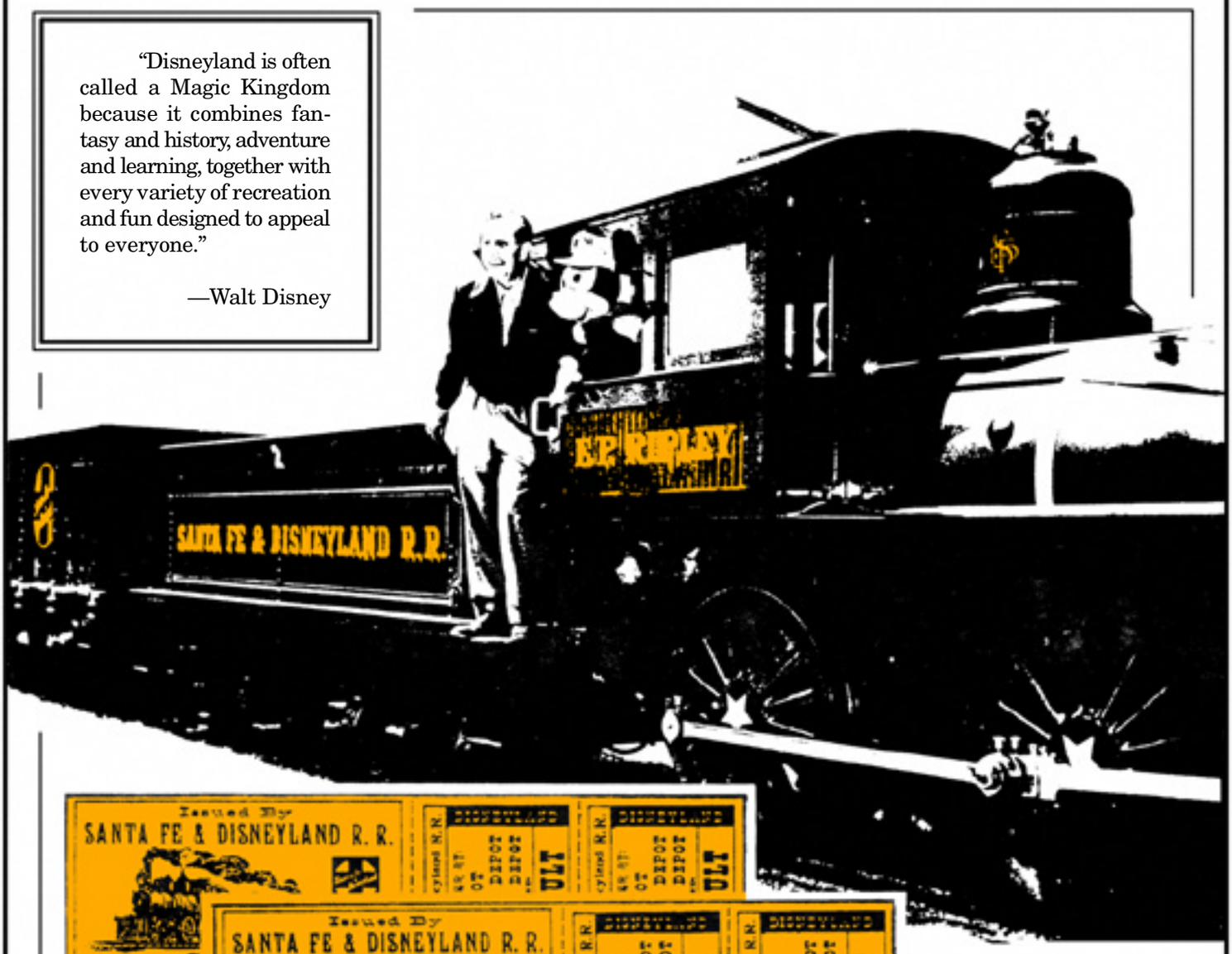
WHY CALL IT THE "E" TICKET? — The "E" ticket was the best coupon in your Disneyland ticket book, good for a ride on the very best attractions that the first true theme park had to offer. Some of those attractions can now be enjoyed only through memories. We hope to continue to share these memories in future issues of this publication.

THE "E" TICKET'S CONTENT — Our goal is to experience once again our theme parks as they were when they made their first wonderful impact … in the '50s and '60s. We will do this in at least three ways:1) by presenting historical information about the parks 2) by relating personal experiences, and 3) by exploring the growing hobby of theme park collectibles.

SUBSCRIPTIONS/BACK ISSUES — The "E" Ticket is growing, but we're still small. The editors, who have families, full-time jobs and other (lesser) interests, are able to publish each issue of The "E" Ticket only after completing the hundreds of tasks required in fanzine publishing … and cannot therefore commit to a specific schedule. Each issue contains a response form (the ISSUE #7 REQUEST LETTER) for readers to use for comments, free ads, and for ordering the next issue. Small quantities of back issues are available at this time to interested collectors who request them: #4 and #5 are $2.50 each, plus $1.00 each for postage/handling.

"Disneyland is often called a Magic Kingdom because it combines fantasy and history, adventure and learning, together with every variety of recreation and fun designed to appeal to everyone."

—Walt Disney



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